



MAD

IND

No. 198
April '78
OUR PRICE
60c
CHEAP
33230

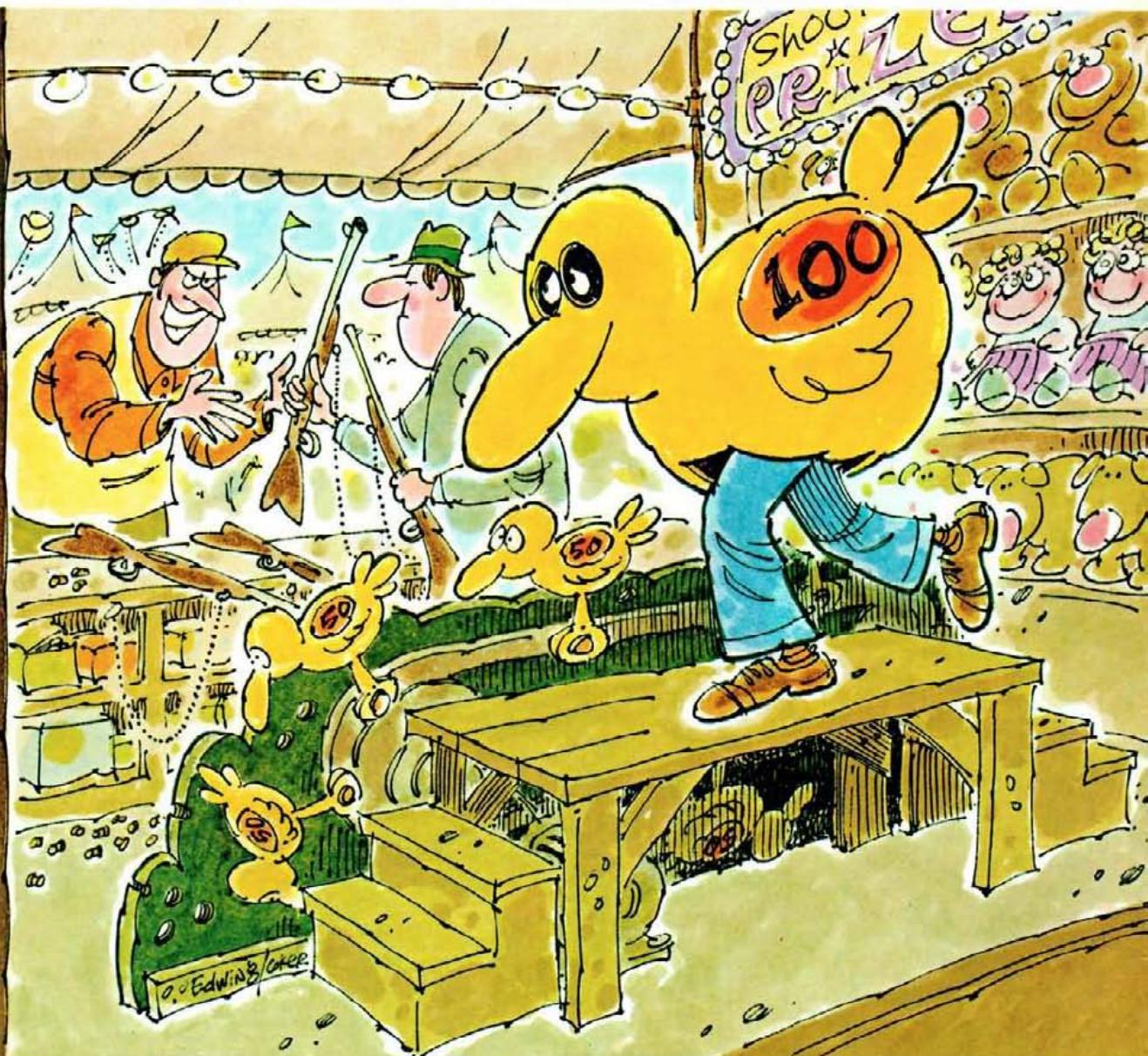
**HOPES THIS ISSUE JAMS EVERY
COMPUTER IN THE COUNTRY...**



04

**...FOR FORCING US TO DEFACE OUR COVERS
WITH THIS YECCHY UPC SYMBOL FROM NOW ON**

WHY KILL YOURSELF?



JUST BECAUSE YOU MISSED THE
LAST ISSUE AT THE NEWSSTAND?

SUBSCRIBE TO
MAD

AND HAVE THE NEXT 15 ISSUES
MAILED DIRECTLY TO YOUR HOME!

MAD

485 MADISON Avenue
New York, N.Y. 10022

I enclose \$9.00*. Enter my name on your subscription
list, and mail me the next 15 issues of MAD Magazine.

NAME _____
ADDRESS _____
CITY _____
STATE _____ ZIP _____

*In Canada, \$10.00 in U.S. Funds, payable by International Money Order or
Check drawn on a U.S.A. Bank. Outside of U.S.A. and Canada, \$10.00, pay-
able by International Money Order or Check drawn on a U.S.A. Bank. Allow
10 weeks for subscription to be processed. We cannot be responsible for
any cash lost or stolen in the mails, so CHECK OR MONEY ORDER PREFERRED!

NUMBER 198

APRIL 1978

MAD

"Most of the people who slap you on the back expect you to cough up something!"—Alfred E. Neuman

WILLIAM M. GAINES *publisher* ALBERT B. FELDSTEIN *editor*

JOHN PUTNAM *art director* LEONARD BRENNER *production*

JERRY De FUCCIO, NICK MEGLIN *associate editors*

JACK ALBERT *lawsuits*

GLORIA ORLANDO, CELIA MORELLI,
DAVID FRAZIER *subscriptions*

CONTRIBUTING ARTISTS AND WRITERS
the usual gang of idiots

DEPARTMENTS

BENT OFFERINGS DEPARTMENT

Some Legendary Wire Hangers 26

BERG'S-EYE VIEW DEPARTMENT

The Lighter Side Of Fire 28

BUBBLES, BOTTLES AND BOOBS DEPARTMENT

"The Dip" (A MAD Movie Satire) 4

CODE FRONT MOVING IN DEPARTMENT

When The U.P.C. Symbol Takes Over Completely 14

COUNTER-SCHLOCKWISE DEPARTMENT

"Alas" (A MAD TV Show Satire) 43

DON MARTIN DEPARTMENT

One Morning In A Drugstore 11

Around Noon On A Movie Set 21

One Evening In A Bus Station 48

ESTABLISHMENTAL ANGUISH DEPARTMENT

You Can't Beat The System 34

JOKE AND DAGGER DEPARTMENT

Spy Vs. Spy 25

LETTERS DEPARTMENT

Random Samplings Of Reader Mail 2

MARGINAL THINKING DEPARTMENT

"Drawn-Out Dramas" By Aragones **

MINORITY RETORT DEPARTMENT

Kids' Fresh New Comebacks To Parents' Tired
Old Comments 22

ONE TO A CUSTOMER DEPARTMENT

MAD's One-Time-Use Products 40

SELLER BEWARE DEPARTMENT

Warranty Questionnaire From The Purchasing Public 33

THERE GOES THE NEIGHBORHOOD DEPARTMENT

Ten Little Businessmen 38

TORTURE OF LEARNING DEPARTMENT

School Supply Catalogue 17

VITTE ISSUES DEPARTMENT

Food For Thought 12

**Various Places Around The Magazine

MAD—April, 1978, Volume 1, No. 198. Published monthly except February, May, August and November, by E.C. Publications, Inc., 483 MADison Avenue, New York, N.Y. 10021. Second Class Postage paid at New York, N.Y. Subscription: In U.S.A., 15 issues \$9.00. Outside U.S.A., 15 issues \$10.00. Allow 10 weeks for change of address to become effective. Entire contents copyright © 1978 by E.C. Publications, Inc. The Publisher and Editors will not be responsible for unsolicited manuscripts, and request all manuscripts be accompanied by a stamped self-addressed return envelope. The names of characters used in all **MAD** fiction and semi-fiction are fictitious. A similarity without satiric purpose to a living person is a coincidence.

Printed in U.S.A.

VITAL FEATURES

THE
DIP
(Movie
Satire)
Pg. 4



WHEN THE
UPC SYMBOL
TAKES OVER
COMPLETELY
Pg. 14

A MAD
SCHOOL
SUPPLY
CATALOGUE
Pg. 17



YOU
CAN'T
BEAT THE
SYSTEM
Pg. 34



MAD'S
ONE-TIME
USE
PRODUCTS
Pg. 40



ALAS
(TV
SHOW
SATIRE)
Pg. 43

LETTERS DEPT.



PERSONAL THANKS

I am currently appearing as the son, Lionel Jefferson, on the television series THE JEFFERSONS. Recently, a friend gave me a copy of the June, 1977, issue of MAD which contained a brilliant and truthful statement of not only THE JEFFERSONS, but all predominantly Black situation comedies. I would like to take this time to personally thank you for what I consider an overdue peak and criticism of the glossy and false facade of those weekly episodes, and for revealing the white wash jobs currently being done by all of those White producers, writers and directors who have their views and attitudes of how the Black man and family unit should be exhibited to America through the powerful media of television. I must confess that in the past I have too often found myself only laughing at your cartoons instead of reading and digesting all of the nuances which are clearly stated. No more!

Damon Evans
THE JEFFERSONS
Los Angeles, Calif.

DON MARTIN HEAD LINES

Don Martin's "Late One Afternoon In South Dakota" was very heady stuff!

John Lee
Willingboro, N.J.

I laughed my head off reading "Late One Afternoon In South Dakota". I wonder if Lincoln did the same?

John Copsey
Winnipeg, Man.
Canada

MISHAPS OF THE FUTURE

"Mishaps Of The Future" was a mishap of the present!

Ashley Schauer
Hebron, N.D.

GROSS ENCOUNTERS OF THE WORST KIND

Yep . . . these full color portraits of Alfred E. Neuman, MAD's "What—Me Worry?" kid, are our very own UFO's (Unquestionably Foolish Offerings)! They're great for framing, or lining bird cage bottoms or wrapping fish or training puppies, and we've got hundreds of other uses for them but we're running outer space. 35¢ for 1, 75¢ for 3, \$1.85 for 9, \$3.15 for 27 or \$6.35 for 81. Send money to: MAD, 485 MADison Avenue, N.Y., N.Y. 10022



STAR ROARS

The movie "Star Wars" is considered the greatest action and adventure epic of its time. It was wholesome, with expensive suspended models blown to bits, a handsome hero, a plucky heroine, an even more handsome mercenary, a devilish villain, a pair of androids; all with no sexual innuendos. (Just a sloppy kiss of gratitude!) Your interpretation of this "epic" brought some viable answers to this *mechanical* Aesop fable. Thanks, guys!

Merianne Koenen
Mountain View, Calif.

Congratulations on the many nice touches of "Star Roars". The shadowing, texture, and overall quality of the artwork combined to carry off the lampoon with a believable continuity. Sly inclusions, like the use of George Lucas as "the man from the electric company", combined to make a number of the panels classic.

Martin F. Barnard
Wichita, Kansas

"Star Roars" was a definite mock to "Star Wars", but the movie was almost as bad.

Mike Brandolino
Trenton, N.J.

"Star Roars" was great, fabulous, far out. Knowing you guys as I do, I'm sure you didn't planet that way. Incidentally, I've been spaced out on MAD since issue #32, 1958. No wonder I'm 29 and still unmarried!

Paul E. Martin
Freeport, N.Y.

I took one *Luke* at "Star Roars" and almost flipped my *Wookiees*!

Chris Doyle
Ellicott City, Md.

Beedee! Tweet! Boop! (Translation)
"Star Roars" was out of this world!

Steve Becker
Brooklyn, N.Y.

IF CELEBRITIES ANSWERED FAN MAIL

Your article "If Celebrities Answered Their Own Fan Mail" was realistic except for one letter. Shouldn't the letter from Johnny Carson have been written by a guest host?

Linda Pence
North Huntingdon, Pa.

Your "If Celebrities Answered Their Own Fan Mail" made me stamp with rage when I found out you didn't do a letter from Farrah!

Mark Tatulli
Willingboro, N.J.

In your "If Celebrities Answered Their Own Fan Mail", did Bing Crosby use a ghost writer?

Dennis Besanceney
Brentwood, N.Y.

Only a deadhead couldn't figure out that MAD went to press before he died!—Ed.

"Star Roars" was beautifully starcast! Monica L. Smith Bakersfield, Calif.

Your rendition of "Star Wars" was a real cosmic connection. Your best movie satire . . . ever!

Debra Alexanian
Ann Arbor, Mich.

"Star Roars" sent me into orbit! Bill Burg Sacramento, Calif.

I hope Obi-Wan Kenobi sticks a light sabre up your nuclear reactor shaft!

Mike Bender Pasadena, Texas

Harry North's freaked-out and out-freaked air terminal bar scene may not be so outlandish. Seems I've encountered some of the same creatures at "The Bottom Of The Barrel", in Union City, New Jersey. WE ARE NOT ALONE!

Marc Cosgrove Jersey City, N.J.

Larry Siegel and Dick De Bartolo took a great movie and moved it vertically into a new zodiacal plane and brought it horizontally into a new zionisphere. How come you didn't show Zader being blasted?

Dan Hite
LaPalma, Calif.

Like the original movie, we're saving him for "Star Roars II!"—Ed.

May the farce be with you! Anthony Scavelli Bronx, N.Y.

May the F=MA be with you! Mark Hladik Salt Lake City, Utah

HE'S COMPANY

In "He's Company", Torres and Kogen took a totally funny show and made it funnier. "Tacky" should win a 'Femmy Award'!

Gregg Solomon
Plainview, N.Y.

CONTINENTAL DIVIDE

Thanks to all the writers and artists of MAD who have caused us Australians to laugh at the American way of life and who have made us fervently say to ourselves, "Thank God, we're not American!"

Marg McCafferty
Victoria, Australia

Yeah? Well, thank God we don't have to walk upside down!—Ed.

Please Address All Correspondence To:
MAD, Dept. 198, 485 MADison Avenue
New York, New York 10022

Unsolicited Manuscripts will not be returned unless accompanied by a self-addressed, stamped envelope!

ARE YOU FINALLY GETTING NAUSEOUS
DRIFTING ON A SEA OF COMPLACENCY?

START ROCKING THE BOAT!

HERE'S YOUR CHANCE TO KNOCK THE WINDS OUT
OF THE SAILS OF POLITICAL BLOWHARDS...

• LOWER THE BOOM ON TELEVISION PROGRAMMERS

• MAKE WAVES OVER SPLASHY ADVERTISING CLAIMS

• BLOW YOUR STACK AT INDUSTRIAL POLLUTERS

AND STEM THE TIDE OF CURRENT MOVIE TRENDS!



JUST TAKE THE PLUNGE! JOIN **MAD OVERBOARD**

...and get in over your head!

ON SALE NOW AT ALL BOOKSTANDS, OR YOURS BY MAIL

use coupon or duplicate



MAD
485 MADison Avenue
New York, N.Y. 10022

NAME _____
ADDRESS _____
CITY _____
STATE _____
ZIP _____



PLEASE SEND ME: MAD OVERBOARD

- The Bedside MAD
- Son of MAD
- The Organization MAD
- Like MAD
- The Ideas of MAD
- Fighting MAD
- The MAD Frontier
- MAD in Orbit
- The Voodoo MAD
- Greasy MAD Stuff
- Three Ring MAD
- Self-Made MAD
- The MAD Sampler
- World, World, etc. MAD
- Raving MAD
- Boiling MAD
- Questionable MAD
- Howling MAD
- The Indigestible MAD
- Burning MAD
- Good 'n' MAD
- Hopping MAD
- The Portable MAD

- MAD Power
- The Dirty-Old MAD
- Polyunsaturated MAD
- The Recycled MAD
- The Non-Violent MAD
- The Rip-Off MAD
- The Token MAD
- The Pocket MAD
- The Invisible MAD
- Dr. Jekyll & Mr. MAD
- Steaming MAD
- MAD At You
- The Vintage MAD
- Hooked On MAD
- The Cuckoo MAD
- The Medicine MAD
- A MAD Scramble
- Swinging MAD
- DON MARTIN Steps Out
- DON MARTIN Bounces Back
- DON MARTIN Drops 13 Stories
- DON MARTIN's Captain Klutz
- DON MARTIN Cooks

ALSO, PLEASE SEND ME THE BOOKS I'VE CHECKED BELOW:

- DON MARTIN Comes On Strong
- DON MARTIN Carries On
- DON MARTIN Steps Further Out
- DON MARTIN Forges Ahead
- DAVE BERG Looks at the U.S.A.
- DAVE BERG Looks at People
- DAVE BERG Looks at Things
- DAVE BERG Modern Thinking
- DAVE BERG Our Sick World
- DAVE BERG Looks at Living
- DAVE BERG Looks Around
- DAVE BERG Loving Look
- The All-New SPY vs. SPY
- SPY vs. SPY Follow Up File
- 3rd MAD Dossier of SPY vs. SPY
- 4th MAD Classified SPY vs. SPY
- A MAD Look at Old Movies
- Return of MAD Old Movies
- MAD-Vertising
- A MAD Look at TV
- A MAD Guide to Leisure Time
- AL JAFFEE's Snappy Answers
- AL JAFFEE's MAD Book of Magic
- More AL JAFFEE's Snappy Answers
- AL JAFFEE's Monstrosities
- Still More JAFFEE Snappy Answers
- Aragones's "Vivi MAD"
- Aragones's MAD About MAD
- Aragones's MAD-ly Yours
- Aragones's In MAD We Trust
- Aragones's MAD As the Devil
- Aragones's Incurably MAD
- MAD for Better or Verse
- Sing Along With MAD
- MAD About Sports
- MAD's Talking Stamps
- More MAD About Sports
- MAD Word Power
- The MAD Jumble Book
- Politically MAD
- MAD Cradle to Grave Primer
- The MAD Book of Revenge
- History Gone MAD
- MAD's Turned-On Zoo
- Clogs' Letters To MAD
- MAD Stew

On orders outside the U.S.A. be
sure to add 10% extra. Allow at
least six weeks for delivery.

I ENCLOSE \$1.25 FOR EACH
(Minimum Order: 3 Books)

We cannot be responsible for cash
lost or stolen in the mail. Check
or Money Order preferred!

I don't know WHY I let her come down here!

It was a great idea! She looks sensational in a wet tee shirt!

I'm really amazed to find such an OLD HULK down here!

Why?!? Sunken ships are all over these waters!

I'm not talking about ships! I'm talking about Robert Shaw!!

Oh-oh! I think I've made a silly error! I seem to be in the wrong "Underwater Movie" satire! What are you looking for?

There's a treasure in morphine down here! People will pay a fortune for it!

Why should they?! For \$3.50, they can see this movie and fall asleep just as soundly!



BUBBLE, BOTTLES AND BOOBS DEPT.

Among the epidemic of "Underwater Movies" that have come out lately, perhaps the most successful (box office-wise) was the one about the young couple in Bermuda diving for sunken treasure. The treasure, it turns out, was the only thing of value in the entire moronic movie. So take a deep breath, hold your nose, and see if you can stay under long enough to read this MAD version of

THE DIP

Hey! Get away from that!

Gee, I've never seen such odd-looking marine life!

Clown! That's not marine life! That's raw sewage!

Help! Help!! I'm being pulled inside this hull!

Gee! She's still trying to get out of there! Should we save her . . .?

Don't bother! She's got enough air left in her to last her another six months!



ARTIST: MORT DRUCKER

WRITER: STAN HART

We're running out of air! It's time to surface! Follow me!

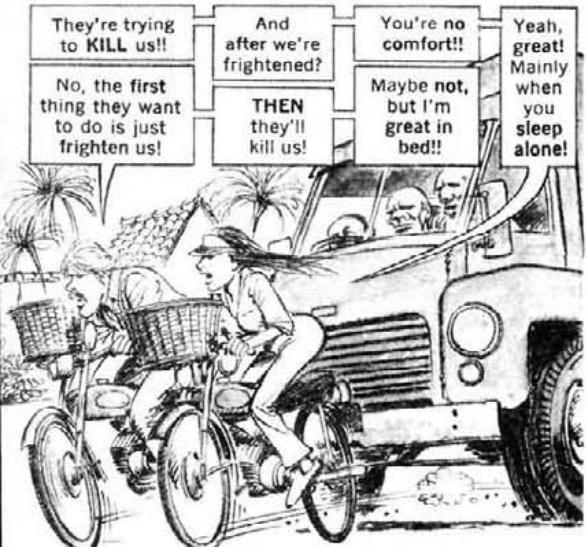
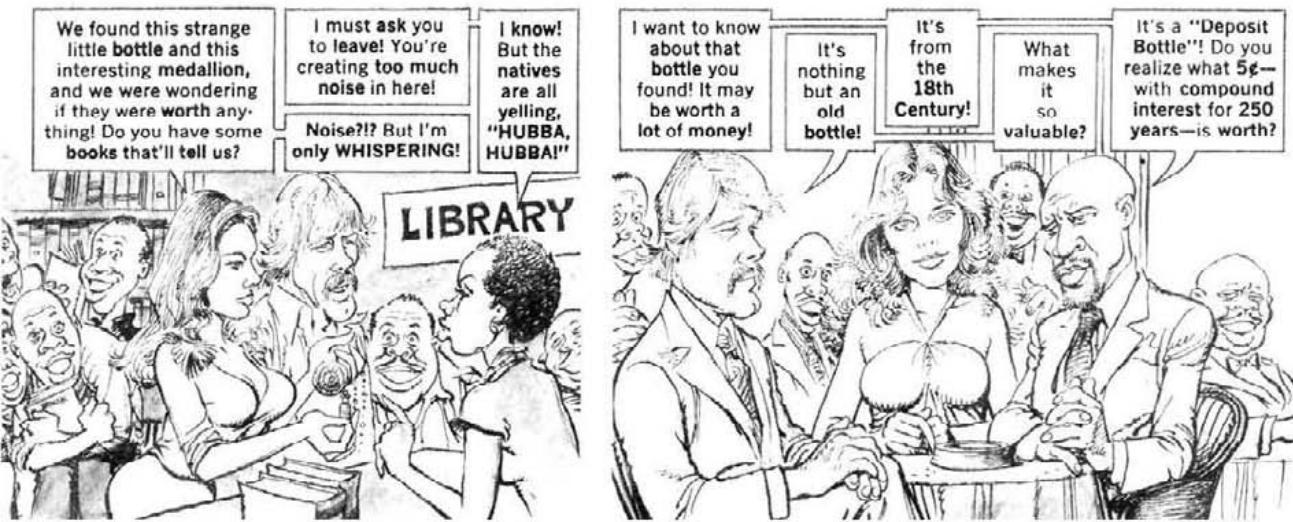
Do you know where we're going . . .?

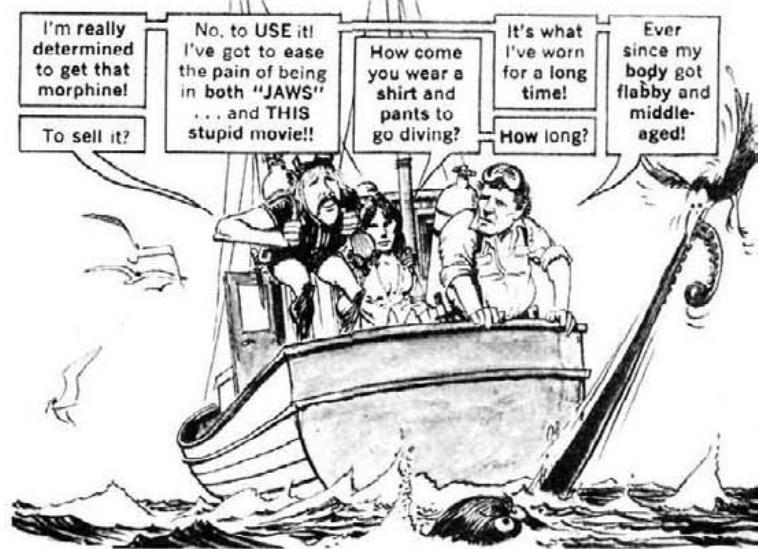
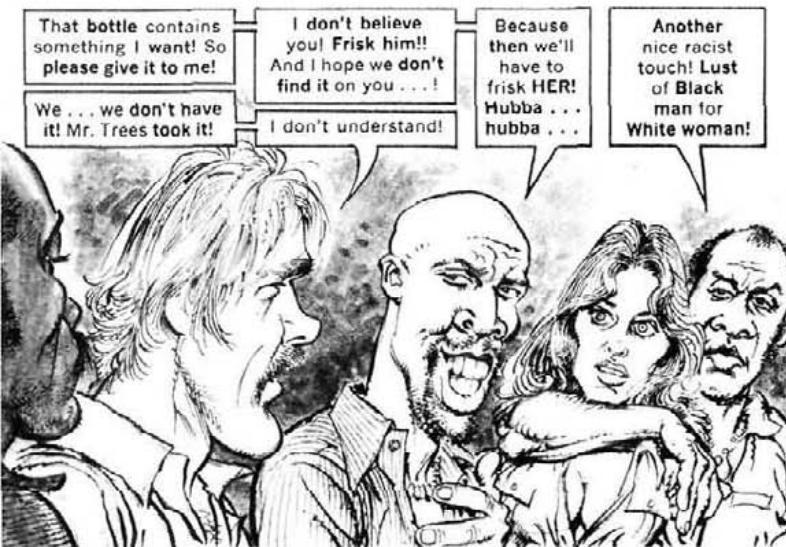
I know these waters like the back of my hand!

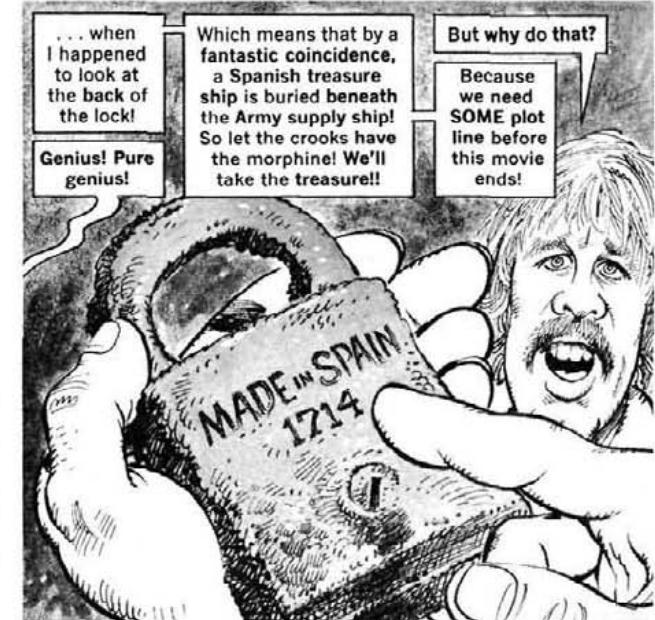
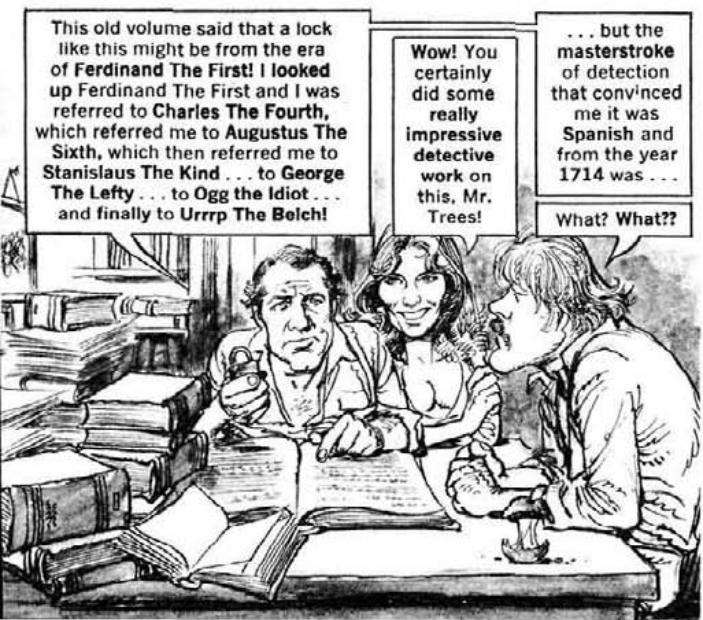
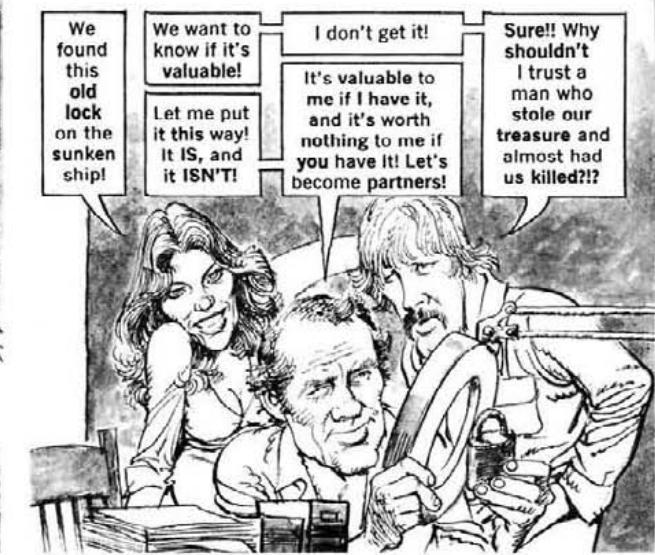
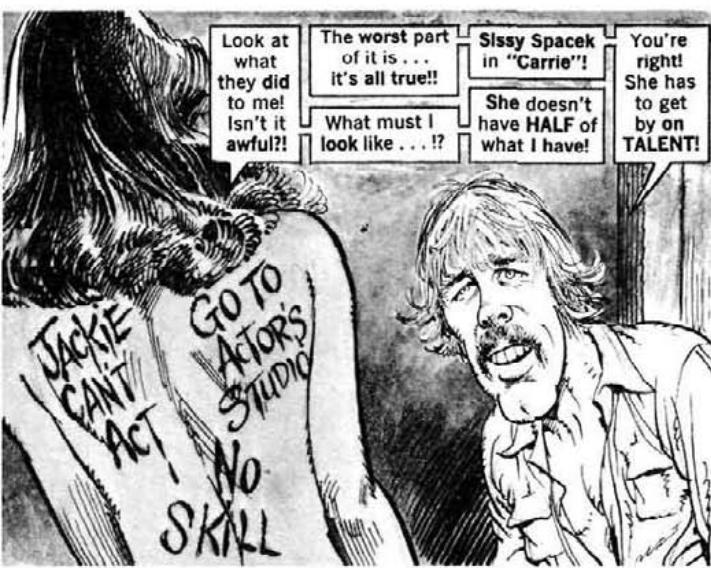
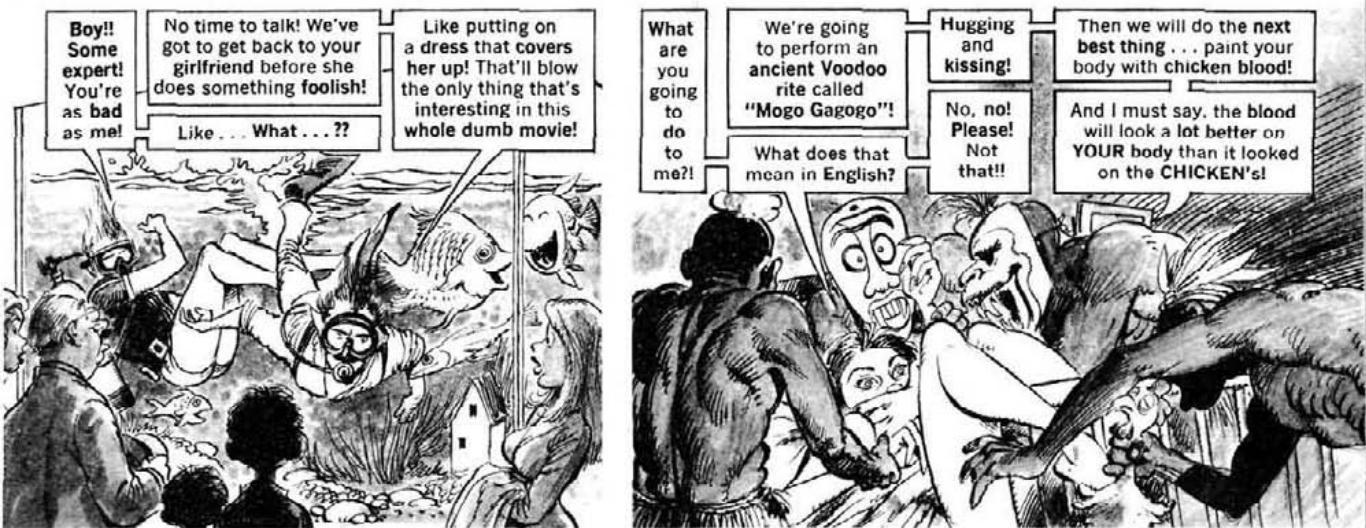


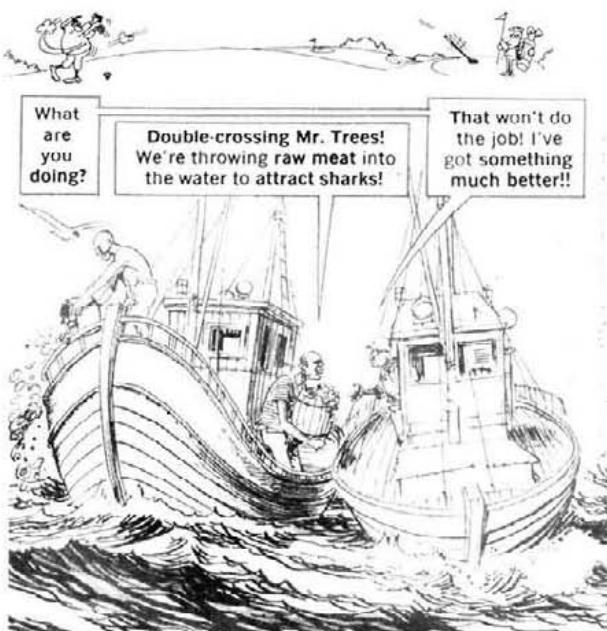
Nice going, Mr. Cousteau . . . !!











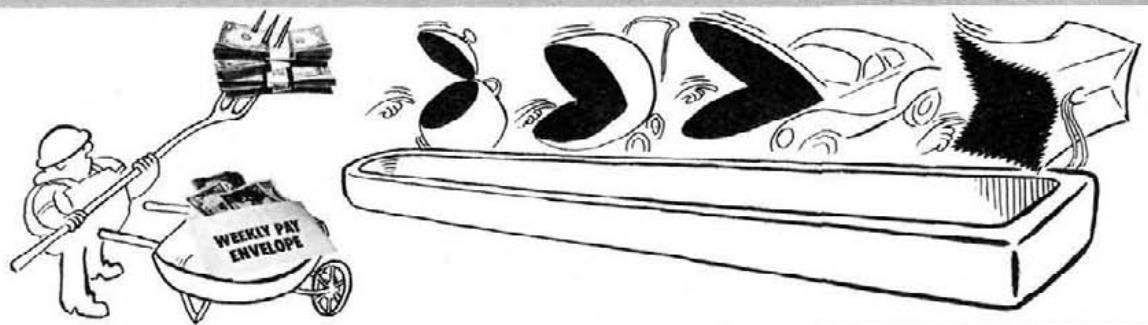
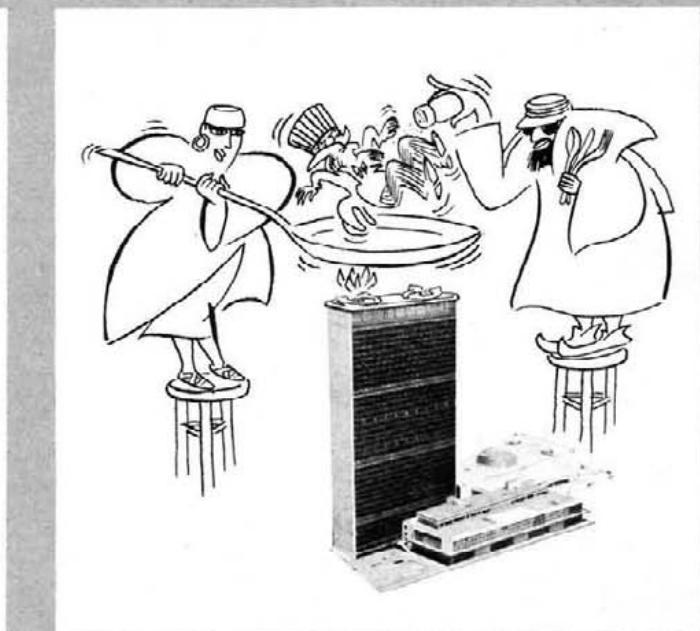


ONE MORNING IN A DRUG STORE



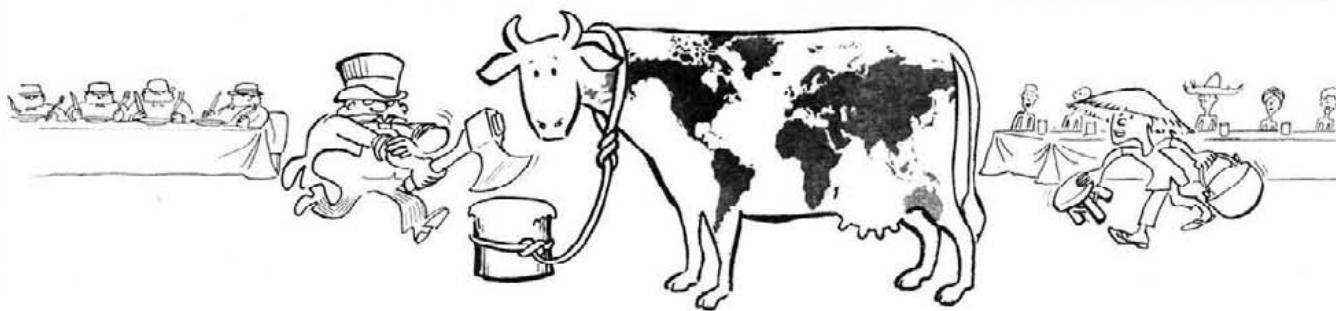
VITTE ISSUES DEPT.

FOOD FOR



THOUGHT

ARTIST & WRITER: ARNOLDO FRANCHIONI



PHOTOS BY U.P.I.



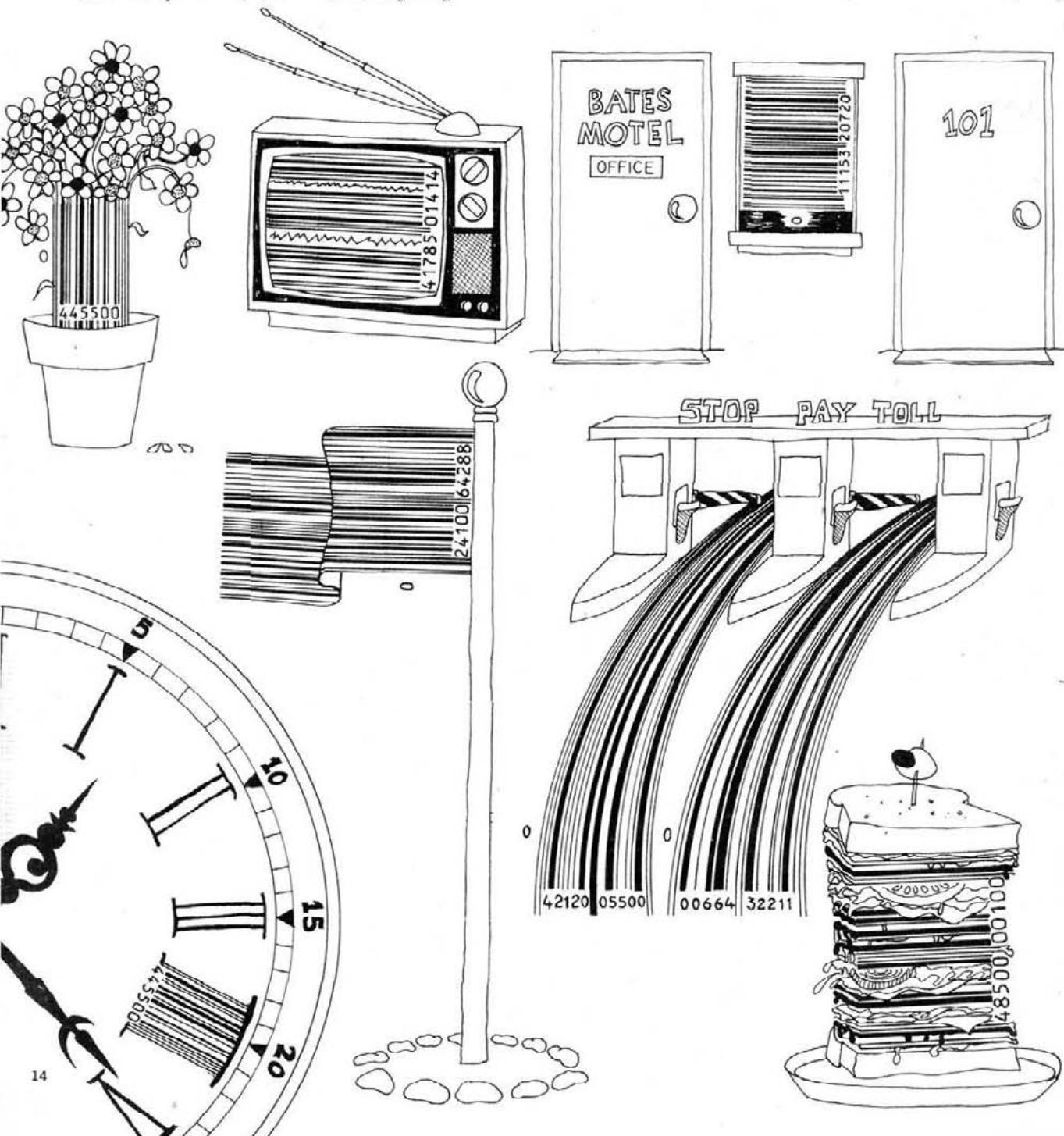


Perhaps you've noticed that more and more groceries and magazines we buy these days are imprinted with this ugly little example of "op-art".

CODE FRONT MOVING IN DEPT.

Well, this is the "UNIVERSAL PRODUCTS CODE" symbol. It was designed to enable computers to ring up the prices on your purchase. Someday, the "UPC" symbol will eliminate surly cashiers who take forever, make mistakes and bruise the lettuce! Yep, they'll be replaced by surly machines that take forever, make mistakes and bruise the lettuce. That's progress! And that'll only be the beginning. Here's what we'll see . . .

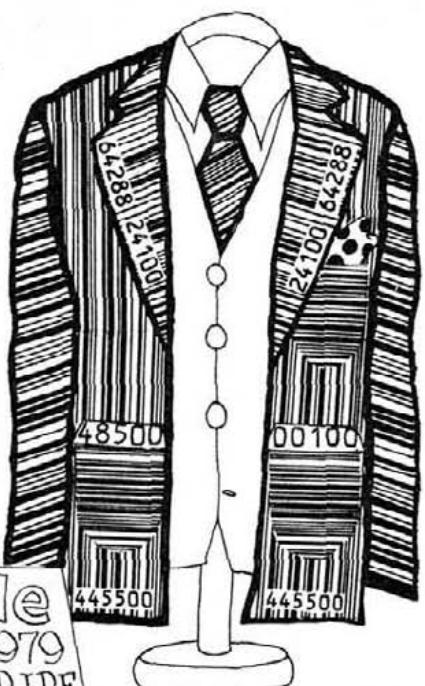
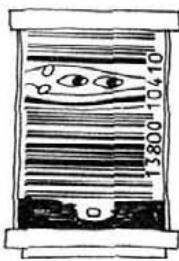
WHEN TAKES



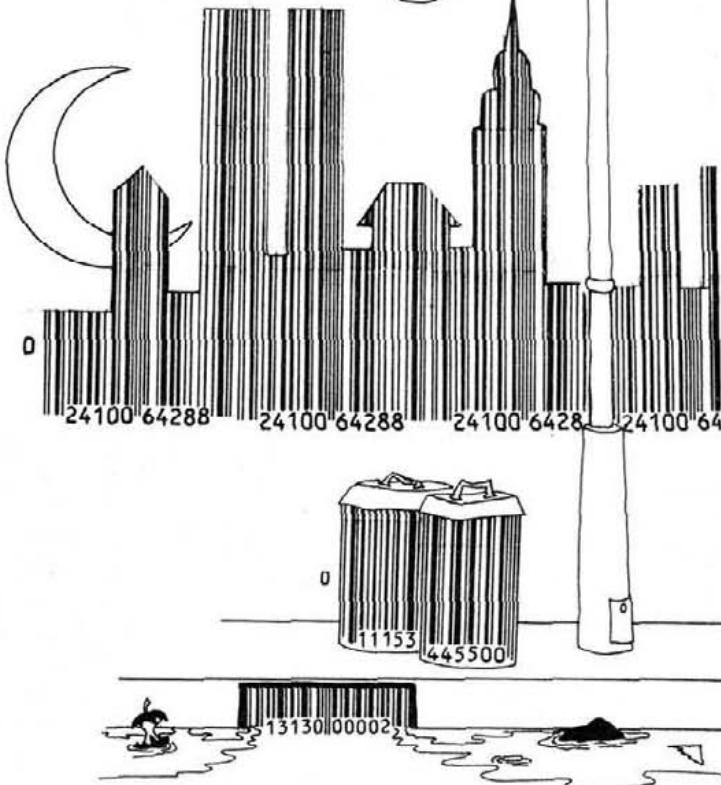
THE "UPC" SYMBOL OVER COMPLETELY

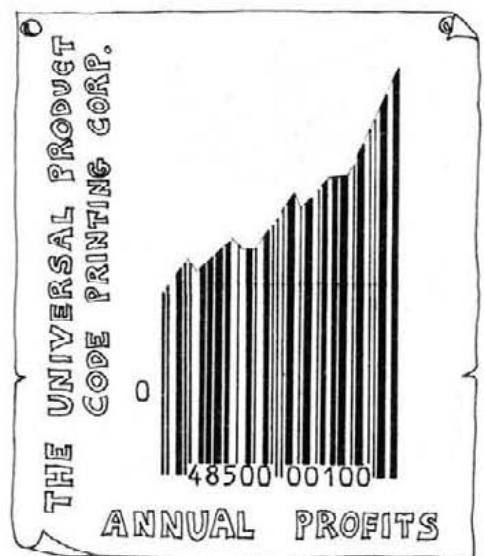
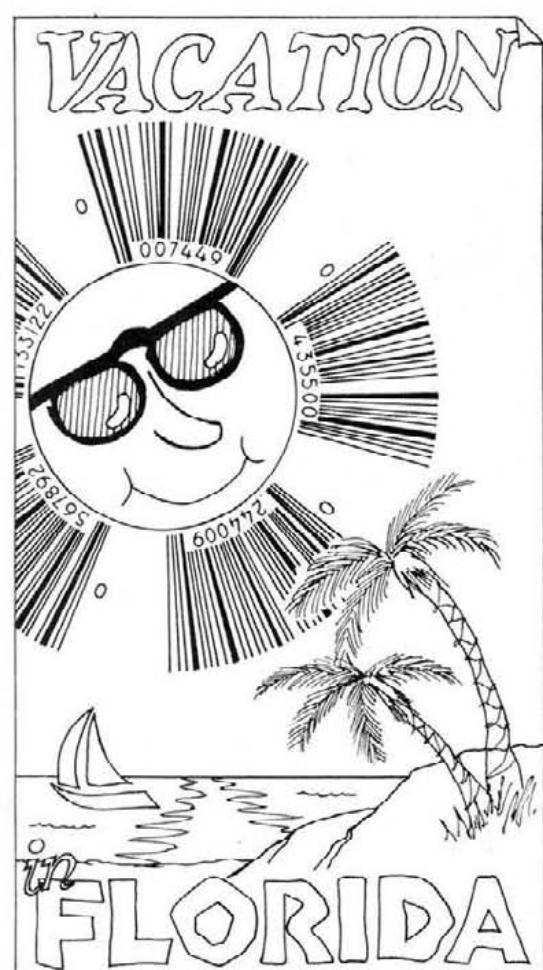
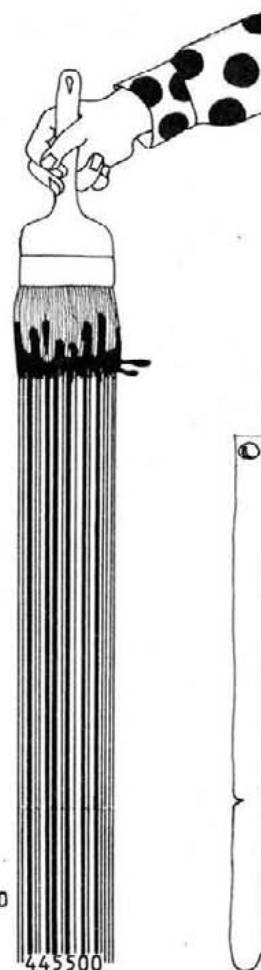
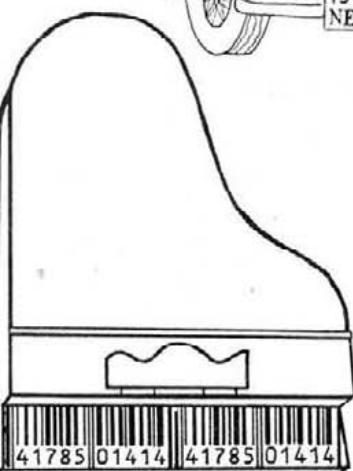
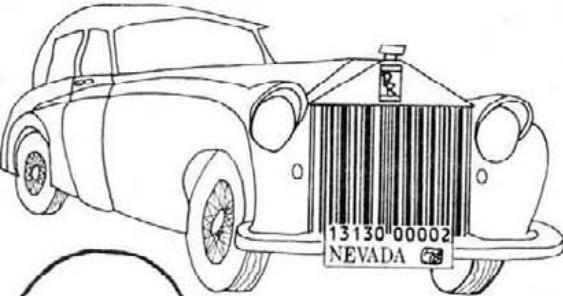


ARTIST & WRITER: HENRY CLARK



Sale
The 1979
PINSTRIPE





TORTURE OF LEARNING DEPT.

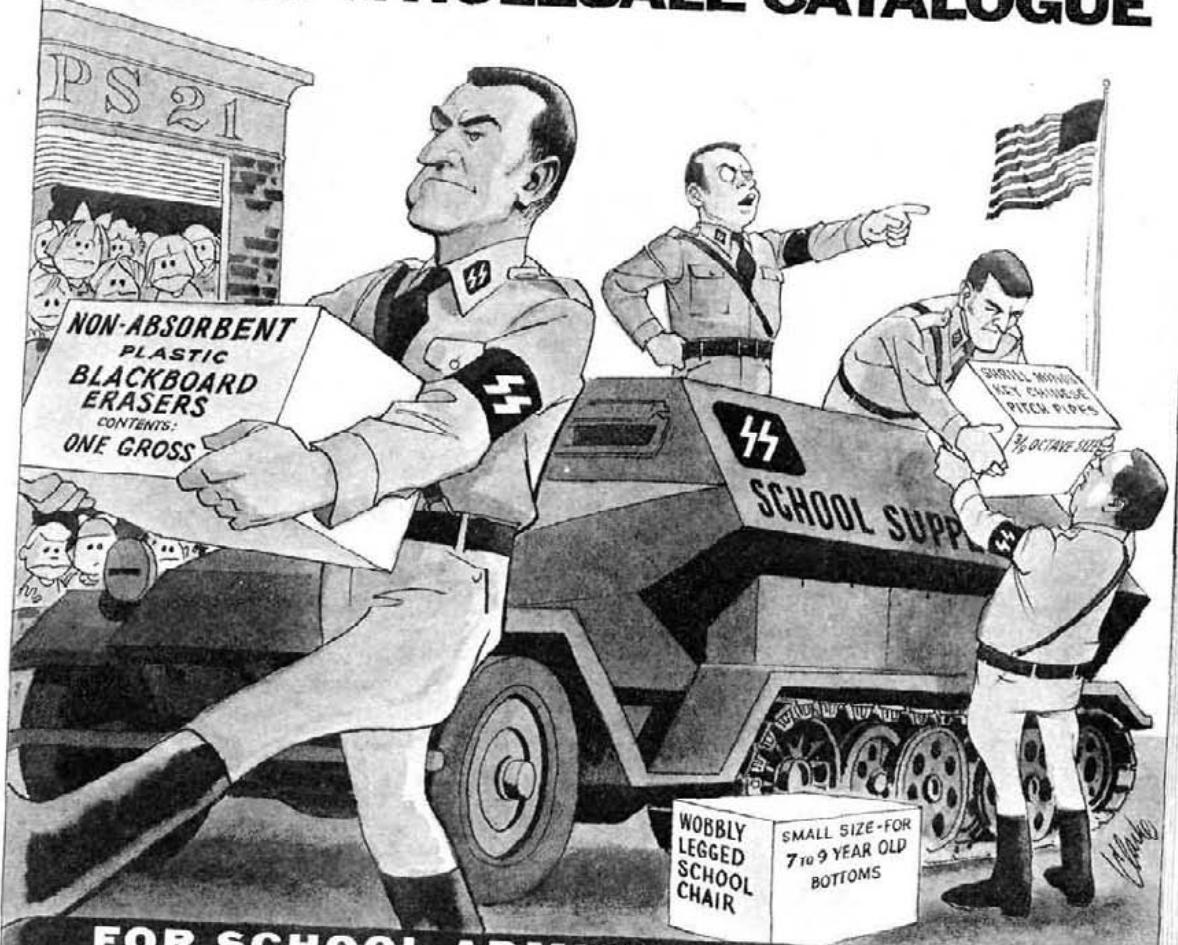
Although parents are aware that taxes get higher every year to pay for well equipped schools, kids are equally aware that the quality of school equipment gets lower every year. This doesn't seem plausible, except to those who've browsed through a devilish catalogue that was recently delivered to the MAD office by mistake. It reveals a couple of interesting things about some members of local school boards: (1) They enjoy pocketing a fast buck; (2) They also enjoy grinding spirited children down into docile, obedient nervous wrecks. Sad to say, there's a mail-order firm that happily serves this crowd by replacing education's three R's with its own three S's: Shoddiness, Skulduggery and Sadism. Chances are, you'd probably never learn about this monstrous company unless you stumbled across its secret catalogue, as we did. And since that's not likely to happen accidentally, we'll just show you our copy on purpose, right here and now.

SCHOOL SUPPLIES UNLIMITED



"YOU WILL BUY
OUR SHTUFF UNDT
YOU VILL LUFT IT!"

1978-79 WHOLESALE CATALOGUE



**FOR SCHOOL ADMINISTRATORS ONLY
SALES TO PARENTS, CHILDREN OR OTHER RADICALS IS VERBOTEN!**



VISITING THE SCHOOL NURSE BECOMES A MEMORABLE EXPERIENCE, once you equip her office with a prominent display of our frightening veterinary hypodermic needles. Watch young malingerers and hypochondriacs recover quickly, assuming your staff never tells them that the needles are really designed for tranquilizing elephants. **91117—SURE CURE HYPODERMIC** \$2.60 ea.

LOPSIDED BLADE ACTION lets this deluxe classroom sharpener chew up entire pencils without ever producing a usable point. A real money maker for school systems that sell pencils to students at a whopping mark-up over cost. Loud grinding noise is also good for disrupting studies. **23354—“LONG, HARD GRIND” BRAND SHARPENER** \$4.98



“QUICKCHANGE” COMBINATION LOCK assures punishable “ardiness” when installed on student lockers. New improved model looks like an ordinary lock. But miraculously, the same combination never works twice to open it. Kids eventually give up hope, allowing school janitors to collect valuable personal belongings when they open locks with hacksaws during summer vacation! **77351—“LOCK NESS MONSTER” BRAND LOCKS** \$14.50 doz.



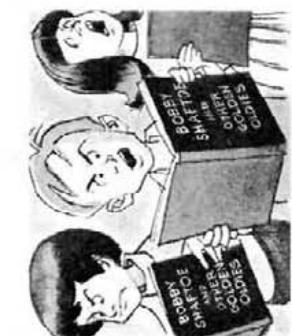
DEFECTIVE M. & M. BRAND CRAYONS melt in your mouth and in your hand. Use of too much paraffin and watery dye in manufacturing this batch makes crayons become gooey soft when exposed to temperatures above 35 degrees. A double-barreled horror for kids as they get yelled at by teachers for ruining their art work, and then get yelled at by parents for ruining their clothes. **5569—VIVID COLOR-LIVID REACTION CRAYONS** 43¢ box



SILENCE ANNOYING SQUEALS OF EXCITEMENT in your schoolyard during recess by providing children with one of our defective, deflated playground balls. Squeal provoking games are utterly impossible with these lifeless babies, forcing kids to schloomp around in blessed, sullen silence. Order several. You'll be pleased with the results. **11528—DEAD, SQUOOOSHY PLAYGROUND BALL** \$1.75 ea.



DELUXE TWO-SPEED DRINKING FOUNTAIN is specially designed for educational purposes. Secret setting can be changed in a jiffy from “Feeble Drip” to “Soaking Splash.” Helps gullible primary graders learn never to take anything for granted in life. Also helps teach desert survival techniques by forcing kids to go through entire school day without drinkable water. **2791—DRENCH-OR-DRIBBLE DRINKING FOUNTAIN** \$129.95



“SONGS AMERICAN CHILDREN HATE” This amazing book includes the hundred least loved ballads of today’s grade schoolers. Features all verses of such drabby numbers as “Flow Gently, Sweet Afton” and “Beautiful Dreamer.” Guaranteed to turn kids away from music for life, and encourage them to devote full attention to the more profitable fine arts, such as computer programming. **8853—“OLDIES BUT BADDIES” SONG BOOK** \$5.95



ROLL DOWN-SNAP UP WALL MAP enables teachers to win the undivided attention of young day dreamers. Hair trigger roller mechanism recoils with a startling racket at the slightest touch of instructor’s pointer. Maps of all continents available except Australia, which is too small to make enough noise. **19005—ATTENTION GETTER WALL MAP** \$14.50 ea.



FACTORY REJECT CHALK can be one of your teachers' best weapons in the fight to shatter youthful nerves. Soft texture contains just enough hard chalk lumps to assure one horrifying screech on blackboard before each stick breaks into numerous small pieces. Enjoy watching kids suffer from terrible noise, and then chew them out for wasting chalk.

29551—CRUMMY CHALK ... \$3.50 doz. boxes



"TIP-EASY" SCHOOL CHAIRS fool everyone with their deceptively sturdy appearance. Actually, each is hand crafted with a delicate center of balance that can be thrown out of whack with the slightest nudge. You'll want to fill your classrooms with plenty of these beauties to provide shy and clumsy students with a never ending source of embarrassment.

9055—NON-FOLDING CHAIRS THAT FOLD UP ANYWAY \$32.50 ea.



WHY DEPEND ON SURPRISE QUIZZES to shatter children's nerves when flickering fluorescent lights in your classrooms can do the job more efficiently? Teachers will love the results as they watch our shoddy fixtures work subconsciously to turn normally active kids into docile basket cases. Stock up on these factory rejects at special bargain prices.

90268—FAULTY FLICKERING FLUORESCENT FIXTURES \$8.75 doz.



ENCOURAGE PAPER TOWEL CONSERVATION in school rest rooms by filling dispensers with our Rough-'N-Ready brand toweling. Cheaply made from semi-raw wood pulp, leaving plenty of splinters and bark particles to dig into tender young skin. You save money as children quickly learn to let hands remain wet, or bring extra handkerchiefs from home.

81442—PAINFUL PAPER TOWELS 29¢ pkg.



OUT-OF-DATE WORLD GLOBES serve the dual purpose of saving you money while they're making it impossible for your students to pass Geography. Also nice for young nostalgia buffs who prefer to learn about the world as it used to be. These globes are free of defects, and were imported by us from one of the finest map making firms in the Ottoman Empire.

28559—"OLD WORLD" BRAND SCHOOL GLOBES \$8.50 ea.



GENUINE ALGAE GLYCERINE FLOOR POLISH creates an amazing slick surface that prevents boisterous youngsters from running in school hallways. Also prevents less boisterous youngsters from walking in school hallways. Order several cans to polish up your crummy floors while you polish off your crummy students.

4846—UPSY-DAISY FLOOR POLISH \$3.50 gallon



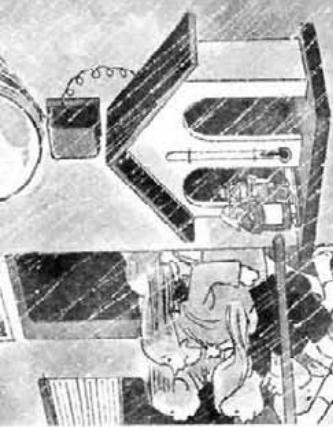
INHUMANLY COLD SHOWER lets you provide an agonizing climax to gym classes that are not quite as unpleasant as you'd like to make them. Patented device filters out all hot and luke warm water to make compulsory showers a chilling experience. Guaranteed to separate the men from the boys, assuming you've already separated the boys from the girls prior to showering.

36471—"ARCTIC KNIGHT" BRAND GYM SHOWERS \$11,500 per dozen units



BOTTLED LOCKER ROOM STENCH gives your gym facilities that "lived in" smell. Ideal for newly constructed schools where locker rooms have not yet become sufficiently gamy to make kids throw up when they're required to take Phys. Ed. right after lunch. Also great for confirming the younger generation's expressed belief that the whole world stinks.

11527—ESSENCE OF SWEAT SOCKS \$2.75 per 6 oz. can



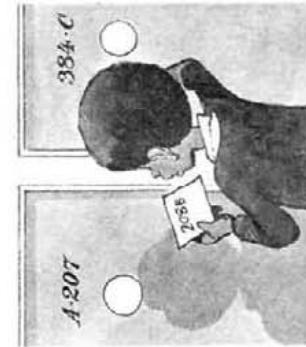
PRECISION WEATHER INSTRUMENT WITH ELECTRIC BELL ATTACHMENT automatically sounds alarm for school fire drill whenever temperature drops to zero or wind reaches 40 M.P.H. Completely eliminates risk of staging drills on nice warm days when children might actually enjoy going outdoors. **5578—CLANG-A-MATIC, PNEUMONIA-MATIC FIRE DRILL TIMER** \$49.95



CHINTZY, ILL FITTING COSTUMES can add a note of comedy to otherwise boring school pageants. We found these at a rummage sale in Taiwan, and pass the savings on to you. Costumes feature cheap material, poor sewing and inaccurately marked sizes to assure you that kids will make fools of themselves on stage, and turn your next dull pageant into a laugh riot.



MADDENING MIMEO MACHINE lowers student grade averages by cleverly smudging key words in quiz questions. Mechanism is equipped with irregular ink dribbler, automatic stencil ripper, cockeyed paper feeder and other illegitimate devices not normally found on mimeos in this price range. **26465 - SMUDGY MIMEO** \$47.50



CLEVERLY REARRANGED CLASSROOM NUMBERS can induce panicky confusion among even your coolest upperclassmen. We offer complete sets of handsome brass numbers, together with instructions for switching them around on your doors in a zany new sequence each semester. A great way to increase absenteeism in crowded schools by preventing students from finding their assigned classes.



WEIRDLY MARKED LAB EQUIPMENT helps turn even the simplest chemistry experiment into a student's nightmare. These testtubes were picked up cheap in a small European country that still uses such quaint measurements as hogsheads, gills and pennyweights. Impossibility of translating lab results into commonly used terms, enables teachers to base final grades on pure whim.



OUT-OF-FOCUS SLIDE PROJECTOR makes all pictures look alike, thereby ending wasteful expense of buying new slides for new lectures. Poor lens quality coupled with non-functioning focus dial permit you to identify shapeless blobs on screen as anything you "wish." Comes complete with "Scenic Italy" slide set for illustrating talks on biology, safe driving or even scenic Italy.

11519-G.E.A.F. (GOOD AND FUZZY BRAND PROJECTOR \$79.75

AROUND NOON ON A MOVIE SET



MINORITY RETORT DEPT.

Most young people look forward to the time when they'll be grown up and their parents will stop showering them with the same old trite words of caution, instruction and advice that they've heard almost every day of their lives. Well, forget it! Chances are that when you reach forty, Mom and Dad will still be counseling you to drive slower, dress warmer, and

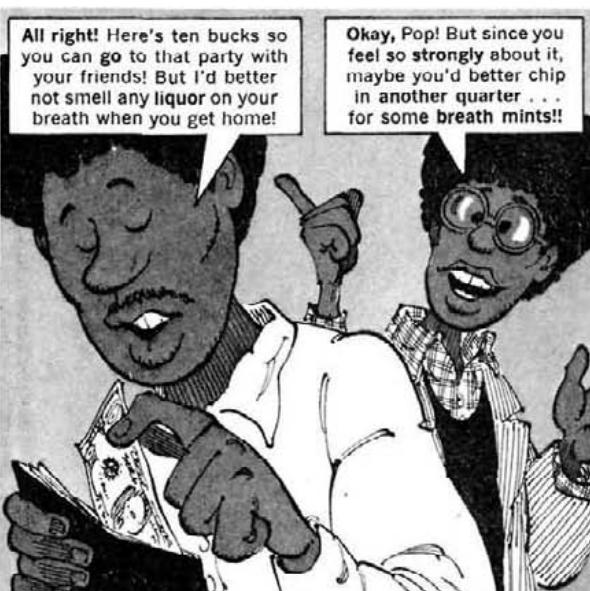


KIDS' FRESH NEW PARENTS' TIRED

Or "What To Tell Your Parents When They Tell You Not To"



ARTIST: PAUL COKER, JR.



stop hanging out with the wrong crowd. However, there is a way to escape those well-meant parental clichés you've heard a thousand times. The trick is to make your folks realize that their words of "wisdom" are unnecessary, meaningless and downright silly. And to put your point across so you won't get clobbered, MAD furnishes you with tactful examples of

5 COMEBACKS TO OLD COMMENTS

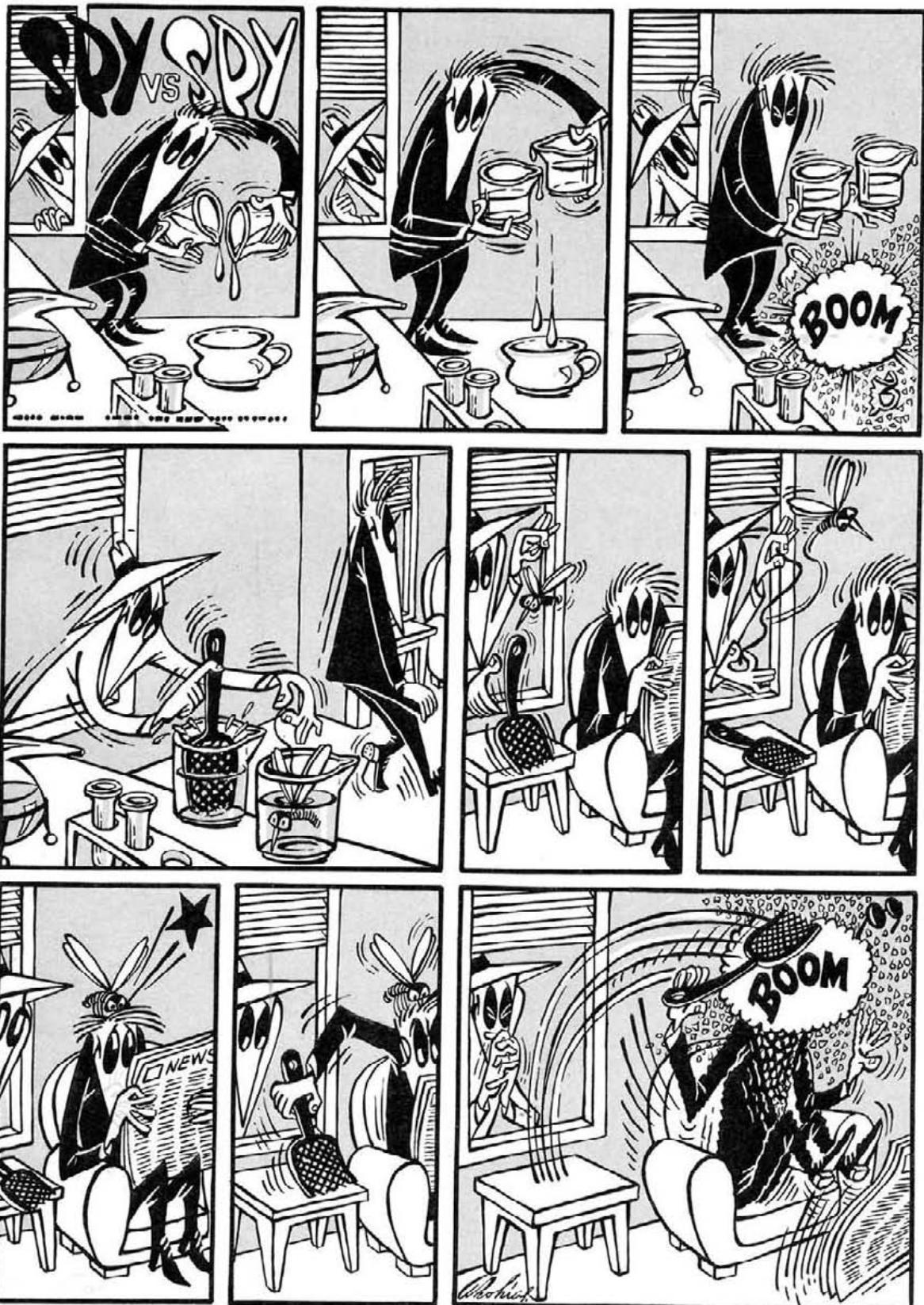
Not To Do Something You Weren't Going To Do Anyway"



WRITER: TOM KOCH

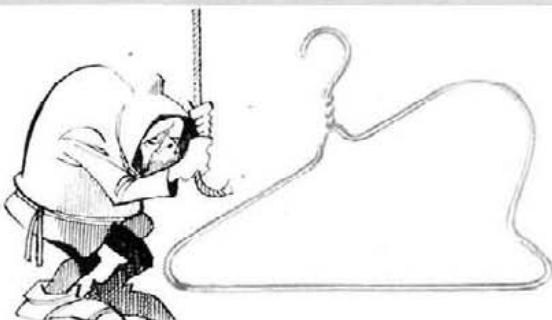




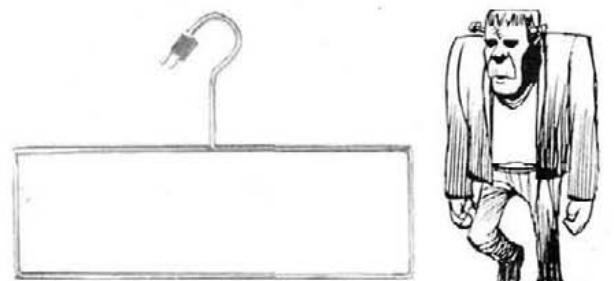


SOME LEGENDAR

ARTIST: BOB CLARKE



THE HUNCHBACK OF NOTRE DAME'S
WIRE HANGER



THE FRANKENSTEIN MONSTER'S
WIRE HANGER



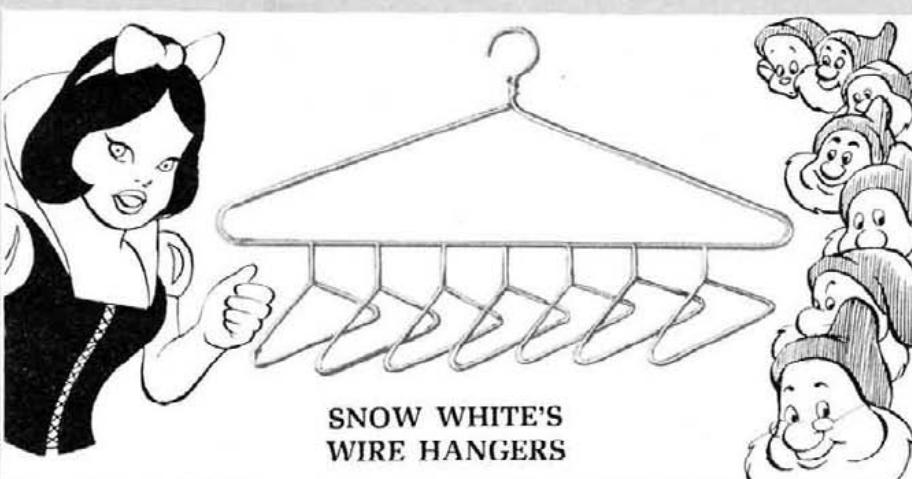
RONALD McDONALD'S
WIRE HANGER



DR. JEKYLL AND MR. HYDE'S
WIRE HANGER



ZORRO'S
WIRE HANGER



SNOW WHITE'S
WIRE HANGERS

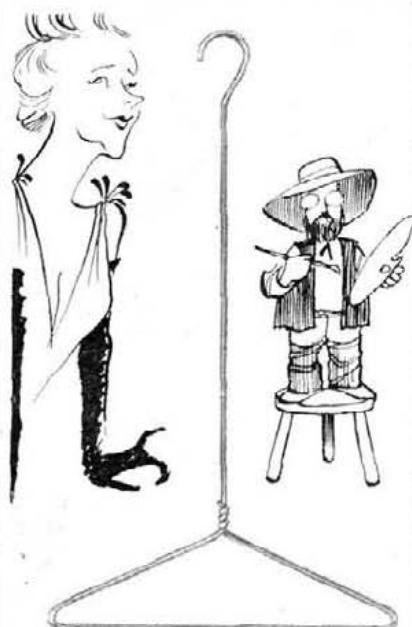


LADY GODIVA'S
WIRE HANGER

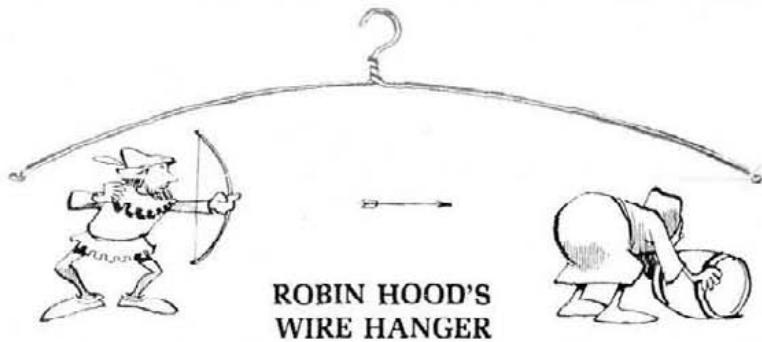


Y WIRE HANGERS

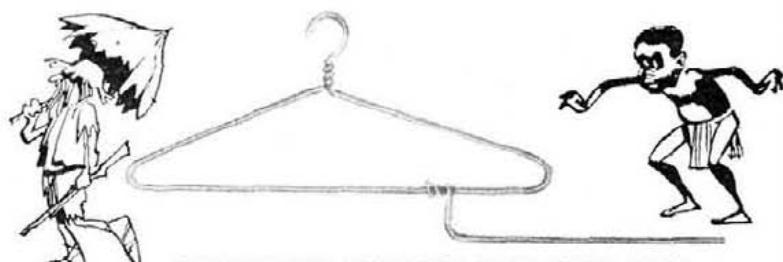
WRITER: PAUL PETER PORGES



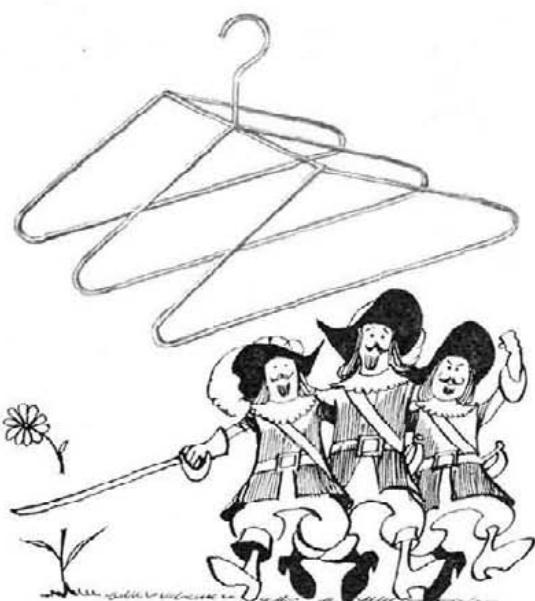
TOULOUSE-LAUTREC'S
WIRE HANGER



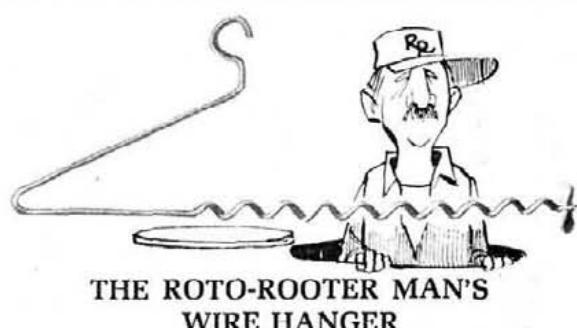
ROBIN HOOD'S
WIRE HANGER



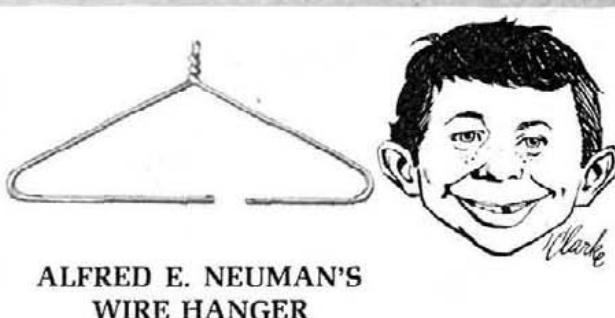
ROBINSON CRUSOE AND FRIDAY'S
WIRE HANGER



THE THREE MUSKETEER'S
WIRE HANGER



THE ROTO-ROOTER MAN'S
WIRE HANGER



ALFRED E. NEUMAN'S
WIRE HANGER

Let's see . . . I do believe I have everything ready to cook up a storm . . .

I don't think so! To make a beef shish kebob properly, you have to place onion slices . . .

There will be no kibitzing of the chef! Here . . . I'M the chief cook and bottle washer!

But . . .

I'LL THANK YOU TO STAY OUT OF MY KITCHEN!



BERG'S-EYE VIEW DEPT.

THE LIGHTER SIDE OF...



Yes! Yes, I'll tell him . . . right away!!

Harold! It's the Volunteer Fire Brigade! They need you quick! Schmotta's Clothing Store is on fire! Hurry!!

I'm so glad you're a Volunteer Fireman!

Why? Are you proud of me . . . the way I want to help people?

No, it's just that I'm the first to know when there's going to be a FIRE SALE!



That's the Fire Bell! All right, children! Line up here quickly and quietly and march out of the school in an orderly manner!

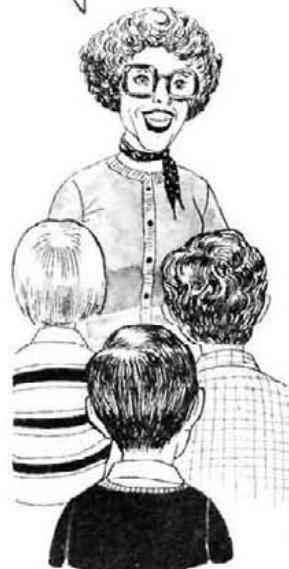
**GONG
GONG**



I want to congratulate you children! You all did that very well! It was a real pleasure to see how calmly and cheerfully you did that!



Now, we know we can count on you if the real thing happens!



Aw, gee! You mean it was only a DRILL???



ARTIST & WRITER: DAVID BERG

Oh, goody! We're having a barbecue! What's the menu?



We're starting with a Greek salad! Then . . . we're having Hungarian goulash garnished with Bermuda onions, Italian lasagna, Chinese stir-fried vegetables and hot French bread with Swiss cheese . . .



. . . all cooked on a Japanese habachi!

That's a small banquet! What are we celebrating?

What else?! American Independence Day!!



I'm so sorry, but the dinner I invited you over for is out! The stove isn't working!

Don't worry, baby! I'll show you how smart I am! Old Mr. Handyman will fix it for you!

Damn! This is impossible! The engineer who designed the pile of junk should be hung by his thumbs!

What are you trying to do?

Light your pilot light!

On an ELECTRIC STOVE??!



We live in the "Throw-Away Age" . . . and this lighter is a prime example!

You buy one comparatively cheap, use it for a reasonable time, and when it's used up, the idea is to throw it away and buy another one!

But you've got a DRAWERFUL of OLD throw-away lighters!

Yeah . . . I know . . .

I can't bring myself to throw them away!



I hate the smell of a burning cigar! Take it outside and smoke it! And while you're at it, do something useful out there, like raking the leaves!

Okay! Okay! I'm going!

Now THAT's something I love . . . the smell of burning leaves!

Is that so?

Well, A CIGAR IS BURNING LEAVES!!



Hold it! Before we sit down and the lights go out, I want to check where the "Exits" are!

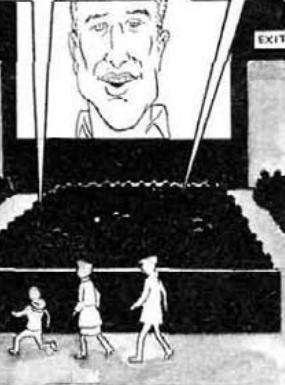
Did you hear that? That's our Bernard who said that!!

I'm so proud of him! Imagine, at his age, having the foresight to orient himself with all the escape doors in case of a fire emergency!

Just for that, I'm taking you to the candy counter! I'm going to reward you for being such a good boy!

What'n heck is taking Bernard so long . . . ?!

Yeah! He was supposed to open the "Exit" doors so we could sneak in for free!



It's very romantic, having dinner by candlelight! But I can hardly see what I'm eating! What's this dish?

And what's this one?

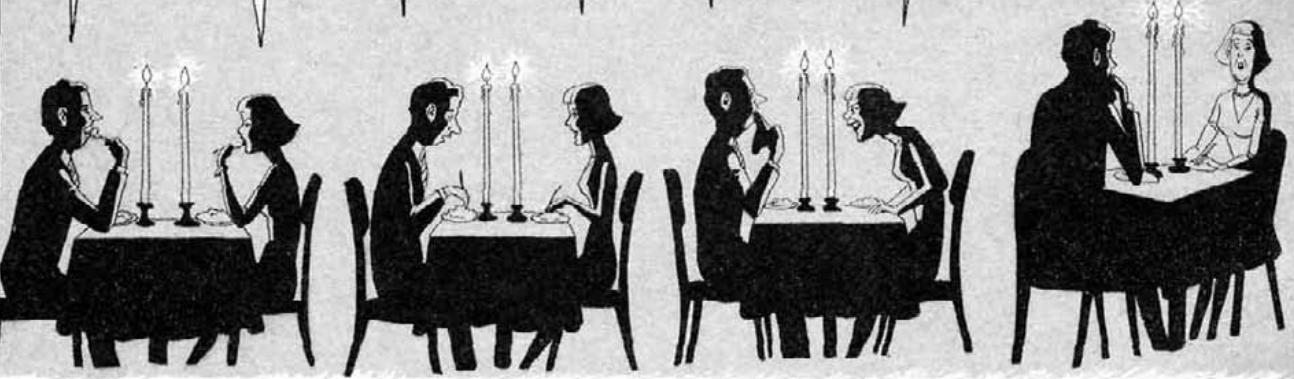
French Crêpes Suzettes!

And what's this one?

Irish Linen Napkin! How do you like it?

To tell you the truth, all these *foreign dishes* taste the same to me!

Viennese Sauerbraten!



Here is a collection of editorials warning us that we are running out of domestic oil and natural gas, and the OPEC nations are bleeding us dry with their high oil prices!

And here is another collection of editorials warning us not to use the vast coal deposits we have instead, because burning coal will cause air pollution!

So I ask you . . . what is there left to burn??!

The editorials!



David Bero

SELLER BEWARE DEPT.

Whenever you purchase an appliance, you're always asked to fill out a "Warranty Card"! Believe us, the only thing that card guarantees is that the manufacturer will get a lot of free information about you so he can plot his next campaign to sucker you into buying another of his appliances. Here are the kinds of questions he'll ask you to answer:

**ACME APPLIANCE COMPANY****7-DAY WARRANTY**

In Order To Validate Your 7-Day Warranty, Fill Out And Mail This Card Within 5 Hours Of Purchase

NAME _____ ADDRESS _____ CITY _____ STATE _____

TYPE OF APPLIANCE _____ WHERE PURCHASED: DEPT. STORE. APPLIANCE STORE. DISCOUNT STORE.

LIST PRICE _____ PRICE PAID _____ (If these are the same, please make all future purchases directly from Mr. Seymour Acme at his home basement store)

REASON FOR PURCHASING THIS ACME APPLIANCE: SAW IT ADVERTISED RECOMMENDED BY A FRIEND RECOMMENDED BY A FORMER FRIEND THE DEALER, WHO MAKES AN 80% PROFIT, PUSHED IT

IF ADVERTISING, CHECK TYPE: TV. RADIO. MAGAZINE. NEWSPAPER. WRITTEN ON PUBLIC BATHROOM WALL. OTHER

SERIAL NUMBER OF APPLIANCE _____ Serial Number Is Located Inside The Motor Housing WARNING: OPENING THE MOTOR HOUSING ON ANY ACME APPLIANCE VOIDS ITS WARRANTY

APPLIANCE PURCHASED BY: MALE. FEMALE. OTHER. IF MALE, STATE AGE _____ AND OCCUPATION _____
IF FEMALE, STATE AGE _____, MEASUREMENTS _____ AND EVENINGS FREE _____

I INTEND TO USE THIS APPLIANCE FOR: HOME USE. BUSINESS. HOME AND BUSINESS. RECREATION. KINKY SEX.
(If You Check The Latter, Please Describe Fully In Detail And Include Photographs—Preferably In Color)

MY ANNUAL INCOME IS: LESS THAN \$10,000. \$10-15,000. \$15-25,000. \$25-\$50,000. OVER \$50,000.

(If You Make Over \$50,000 And You Still Buy Cheap Junk Like This Appliance, Please Explain Exactly Why!)

PLEASE NOTE THAT FAILURE TO COMPLETE THIS WARRANTY CARD IN FULL WILL RESULT IN EARLY APPLIANCE BREAKDOWN

Quite frankly, this practice gets us MAD! Why should we, the people who shell out the money to buy an appliance, then have to answer questions for the manufacturer! We think that turnabout is fair play, and it's about time those jokers answered some questions that we have! So next time you make an appliance purchase, cut out and send in this...

WARRANTY QUESTIONNAIRE FROM THE PURCHASING PUBLIC

ATTENTION: _____ I RECENTLY PURCHASED: _____

Name Of Appliance Manufacturer

Model And Serial Number Of Appliance

AND I DEMAND THAT YOU ANSWER THE FOLLOWING QUESTIONS TRUTHFULLY AND RETURN THIS CARD TO ME IMMEDIATELY!

NAME OR NAMES OF PERSON OR PERSONS WHO MADE MY APPLIANCE _____

DESCRIBE THEIR LEVELS OF COMPETENCY: EXCELLENT. GOOD. FAIR. POOR. RELATIVES OF EXECUTIVES.

WHAT DID IT COST TO MAKE THIS ITEM?	WHAT DID YOU CLAIM IT COST TO THE GOVERNMENT?	WHAT PERCENTAGE OF THE COST WENT INTO ADVERTISING?	WHAT PERCENTAGE OF THE COST WENT INTO THE OWNER'S YACHT?
-------------------------------------	---	--	--

HOW MANY OF THESE ITEMS DID YOU MAKE IN 1978? _____ HOW MANY OF THEM WERE DEFECTIVE? _____

WHAT IS THE NAME OF YOUR COMPANY PRESIDENT? _____ WHAT IS HIS ANNUAL SALARY? _____

WHAT IS THE AMOUNT OF HIS BONUS? _____ HIS EXPENSES? _____ HIS TOTAL "PERKS"? _____

WHAT IS HIS HOME TELEPHONE NUMBER? (SO I CAN CALL HIM WHEN MY APPLIANCE BREAKS DOWN)

DOES THE PRESIDENT OF YOUR COMPANY USE THIS PRODUCT IN HIS HOME? YES. NO. (If Not, Explain Why!)

IS THERE A SIMILAR PRODUCT ON THE MARKET THAT IS SUPERIOR TO THIS ONE? YES. NO. (If Yes, Name It!)

DO YOUR WORKERS EARN A FAIR WAGE? YES. NO. ARE THEY TREATED WITH RESPECT AND DIGNITY? YES. NO.

HOW MANY TIMES HAVE YOU LIED ON THIS QUESTIONNAIRE? _____ IS YOUR LAST ANSWER ANOTHER LIE? _____

PLEASE NOTE: FAILURE TO COMPLETE THIS QUESTIONNAIRE COULD RESULT IN A CONSUMER BOYCOTT OF YOUR PRODUCTS!

ESTABLISHMENT ANGUISH DEPT.

When Radicals first climbed up on their soap boxes in our Grandparents' day to denounce "The System," they ranted mostly against Big Banks and Heartless Corporations that tromped on Impoverished Working People. By the Hippie Era, of the '60's, orators had broadened their definition of

"The System" to embrace the Federal Government, the Local Police, the California Lettuce Growers and anybody else who wore shoes. By then, the victims included not only Impoverished Working People, but also impoverished people who wouldn't dream of working. Today, we are beginning to

YOU CAN'T BEAT THE SYSTEM, BECAUSE...

ARTIST: JACK DAVIS

YOU CAN'T BEAT THE SYSTEM, BECAUSE...



... banks only give free TV sets to people who open \$10,000 Savings Accounts . . . which automatically excludes people who could really use free TV sets.

YOU CAN'T BEAT THE SYSTEM, BECAUSE...



... there's seldom an opportunity to vote for an honest politician in the general elections because so few of them can raise enough campaign money to win in the primaries.

YOU CAN'T BEAT THE SYSTEM, BECAUSE...



... the only thing going up faster than the price of gasoline is the national crime rate, which means that when you have to start riding a bicycle to work, it will immediately be stolen.

YOU CAN'T BEAT THE SYSTEM, BECAUSE...



... appliance warranties never go into effect until you sign a card stating that everything that's likely to go wrong will be your fault.

realize that "The System" has become even bigger and more ominous than we were previously told. Today, it includes every computer-crazed clerk, every pompous planner, every bungling bureaucrat, every managerial misfit and every inflexible imbecile whose crackpot concepts are waiting to

snare us all in a web of cockeyed conformity. In short, "The System" has grown from a Left-Winger's Pet Peeve to a Man-Eating Monster. But no matter how much it may have changed over the years, there's only one comment you can make about it that's as true today as it was then, namely

YOU CAN'T BEAT THE SYSTEM

WRITER: TOM KOCH

YOU CAN'T BEAT THE SYSTEM, BECAUSE...



... TV shows always wait until the very end to announce that you've been watching the first half of a two-part program, just so they can trap you into wasting another whole hour next week.

YOU CAN'T BEAT THE SYSTEM, BECAUSE...



... most inoculations discovered by medical science to protect you against deadly disease have side effects that kill you even faster.

YOU CAN'T BEAT THE SYSTEM, BECAUSE...



... traffic signals are always timed so you'll be stopped by every red light, unless you drive fast enough so you'll be stopped by the fuzz instead.



... you need a diploma from an Ivy League college to assure yourself of big money after you graduate, but to afford Ivy League tuition, you need big money before you matriculate.

YOU CAN'T BEAT THE SYSTEM, BECAUSE...



... Child Labor Laws prevent your kids from going to work and contributing to the family income until they're old enough to leave home and continue not contributing to the family income.

YOU CAN'T BEAT THE SYSTEM, BECAUSE...



... waiting for department stores to have sales merely assures you of a wide selection of all that atrocious junk that they couldn't get rid of at regular prices.

YOU CAN'T BEAT THE SYSTEM, BECAUSE...



... bureaucrats always make you file a complaint form to report that they've misplaced one of your other forms, ... and then they promptly misplace your complaint form.

YOU CAN'T BEAT THE SYSTEM, BECAUSE...



... your creditors will keep on charging you 18% interest on the money you don't really owe, while you're trying to prove that you don't even owe it.

YOU CAN'T BEAT THE SYSTEM, BECAUSE...



... there's no way to land a job without having previous experience ... which you can only get by holding a job ... which you can't land unless you have previous experience.

YOU CAN'T BEAT THE SYSTEM, BECAUSE...



... anyone who's sick enough to need a prescription drug is obviously in no condition to figure out how to open one of those "child-proof" medicine bottles.

YOU CAN'T BEAT THE SYSTEM, BECAUSE...



... it's only your questionable word against the phone company's infallible computer when you claim you didn't make 5 calls to the recorded voice in Perth, Australia, that gives the correct time.

YOU CAN'T BEAT THE SYSTEM, BECAUSE...



... saving money by patronizing a self-service gas station means that nobody ever checks your radiator, which means you're sure to burn up your engine, which means you really aren't saving money.

YOU CAN'T BEAT THE SYSTEM, BECAUSE...



... all cars are carefully designed to make it impossible for a mechanic to repair one part without breaking at least two others.

YOU CAN'T BEAT THE SYSTEM, BECAUSE...



... the only time you're allowed to park your car within walking distance of most stores is when they're closed.

YOU CAN'T BEAT THE SYSTEM, BECAUSE...



... it's impossible to survive a hospital's endless admitting procedure unless you have the wisdom to check in before you get sick.

YOU CAN'T BEAT THE SYSTEM, BECAUSE...



... camping out all night to be the first in line for tickets to a David Bowie concert only means you'll probably be mugged and robbed of your ticket money before the box office opens.

THERE GOES THE NEIGHBORHOOD DEPT.

TEN LITTLE BUSINESSMEN

Each one in his glory,
Sold their wares in stores like these
Until...well, here's their story—

ARTIST: HARRY NORTH, ESQ.

WRITER: FRANK JACOBS

IDEA: CHARLES M. De FUCCIO



Ten Little Businessmen,
Making out just fine;
One clashed with a fast food chain;
The crunch left only nine.



Nine Little Businessmen,
Pondering their fate;
One defied a labor boss;
The strike left only eight.



Eight Little Businessmen,
With no hope in Heaven;
One received a raise in rent;
The squeeze left only seven.



Four Little Businessmen,
Watching crime run free;
One had his insurance dropped;
The shock left only three.

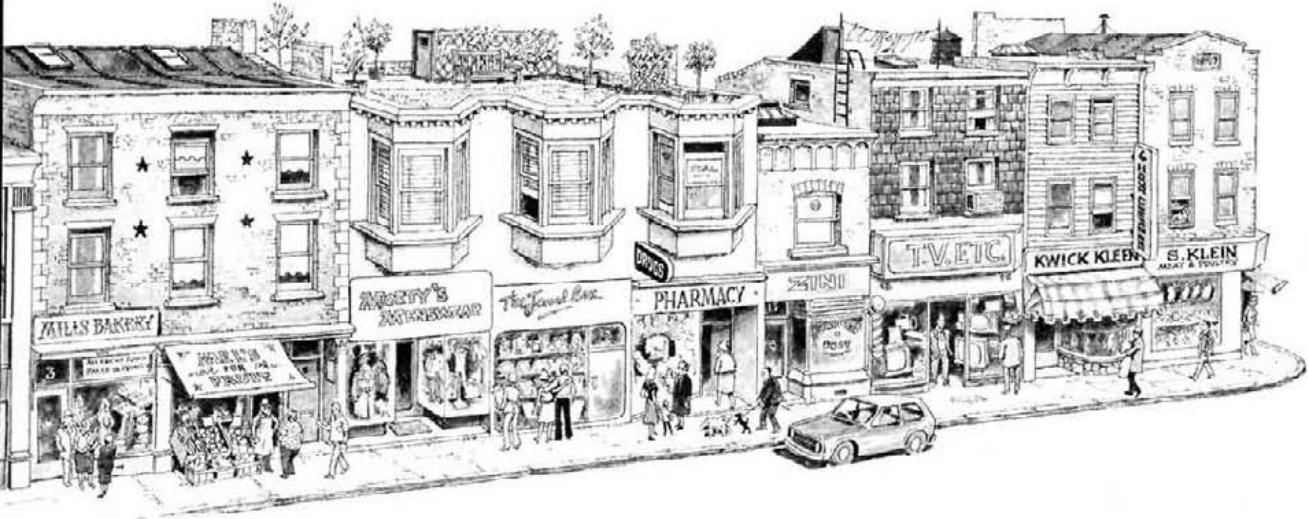


Three Little Businessmen,
Praying they'll pull through;
One was stormed by looting mobs;
The loss left only two.



Two Little Businessmen,
Bankrupt and undone;
One employed "Tyrone the Torch;"
The blaze left only one.





Seven Little Businessmen,
In a dreadful fix;
One "protection" wouldn't pay;
The hit left only six.



Six Little Businessmen,
Only half alive;
One was burgled in the night;
The haul left only five.



Five Little Businessmen,
In a losing war;
One laughed off a junkie's threat;
The shot left only four.



One Little Businessman,
Scared and on the run;
He's closing up for good today;
And then there will be none.



ONE TO A CUSTOMER DEPT.

HERE IS THE ULTIMATE IN PLANNED **MAD ONE-TIME-**

ARTIST: AL JAFFEE

SKYDIVERS LAST RITES/KADISH
EMERGENCY CASSETTE PLAYER



995.7 MM LOW-TAR MENTHOLATED CONDEMNED DICTATOR FILTER CIGARETTE



PRE-IMPACT PULSAR WRIST-WATCH-TYPE SPEEDOMETER/TACHOMETER RECORDER

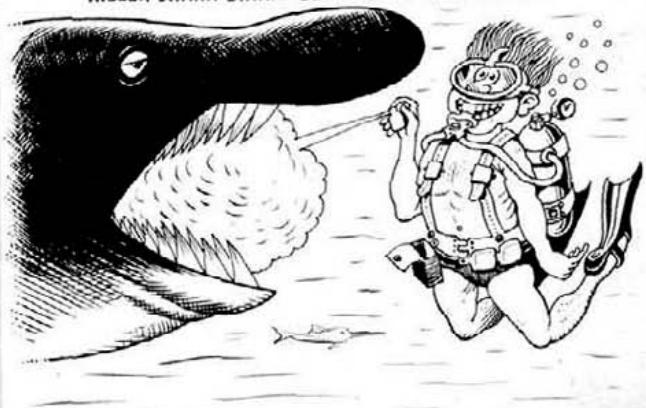


SWANSON'S GOURMET LAST MEAL FROZEN TV DINNER



40

KILLER-SHARK BINAKA-BLAST BREATH SWEETENER

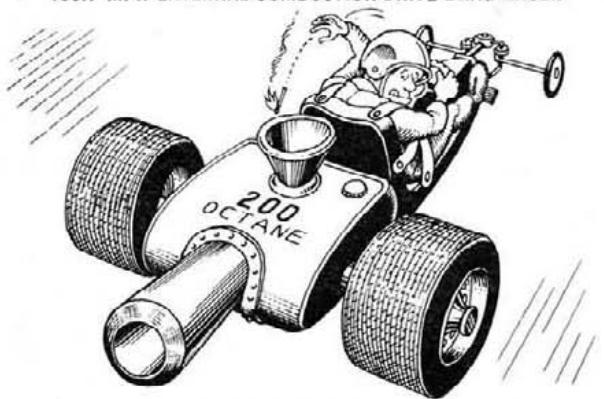


OBsolescence...An Assortment of... **Use Products**



WRITER: PAUL PETER PORGES

495.7 MPH EXTERNAL-COMBUSTION-DRIVE DRAG RACER



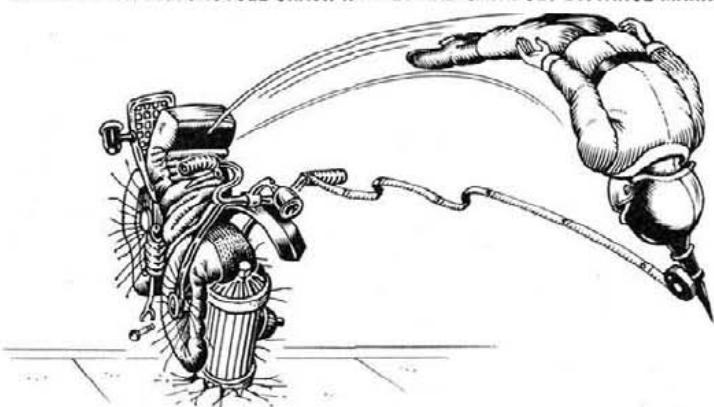
SAN ANDREAS FAULT SPLIT-LEVEL CLIFF-HOUSEBOAT



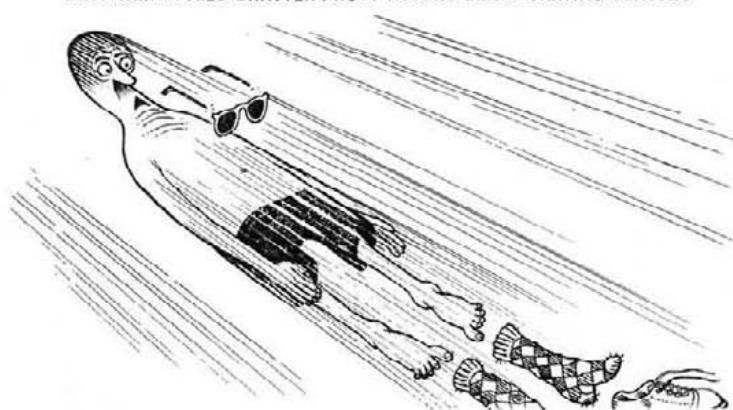
ABSENT-MINDED DROWNING VICTIMS
WHOLE LIFE 8MM PROJECTOR-VIEWER



COMBINATION MOTORCYCLE CRASH HELMET AND CATAVULT DISTANCE MARKER



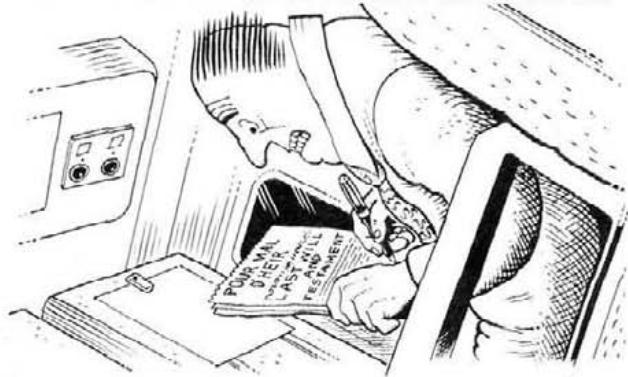
DESIGNER-STYLED SHATTER-PROOF ATOMIC BLAST VIEWING GLASSES



LOVERS-LEAP UNISEX COMBINATION JUMPSUIT



COMBINATION LAST WILL AND TESTAMENT AIR-SICKNESS BAG



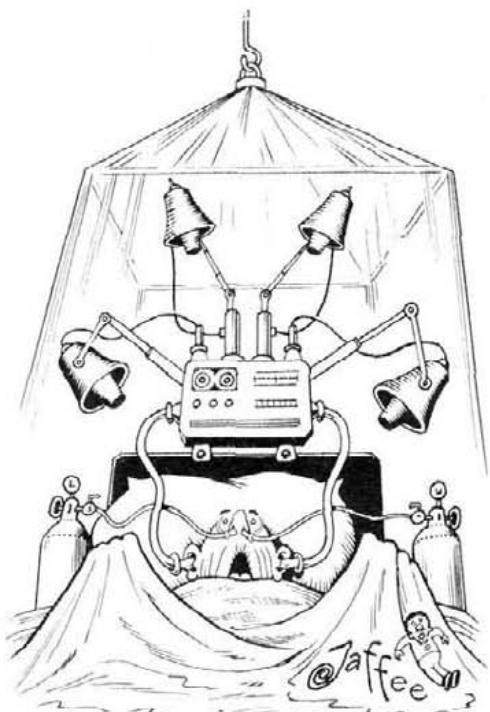
END-OF-THE-WORLD DOOMSDAY DIGITAL-TYPE CLOCK-RADIO



MULTI-FACED NOISELESS ELECTRIC RANSOM NOTE TYPEWRITER



INTENSIVE CARE HI-FI 8-TRACK OXYGEN TENT STEREO UNIT WITH OPTIONAL INTRAVENOUS HEADPHONES



VULTURE-SCAVENGER PEST-CONTROL AEROSOL SPRAY



COUNTER-SCHLOCKWISE DEPT.



A few years ago, there was an Academy Award-winning movie about a woman whose husband was killed in an accident, leaving her with no money and a 12-year-old son to raise. Then some bright TV Network executive thought this would make a great premise for a weekly comedy series. The result? Well, all we can say is:

ALAS

ARTIST: ANGELO TORRES

WRITER: LOU SILVERSTONE



There are customers in the place! Where's Vermin?

She went out to where you keep the food, and the HOGS ate her!

Mule, I'm back here in the kitchen—walking on the hot cakes!

Somebody ordered waffles, and the waffle iron is broke, and I got these crepe-soled shoes on ... so I'm walking on the hot cakes to make those little hickies all over them so they'll look like waffles!

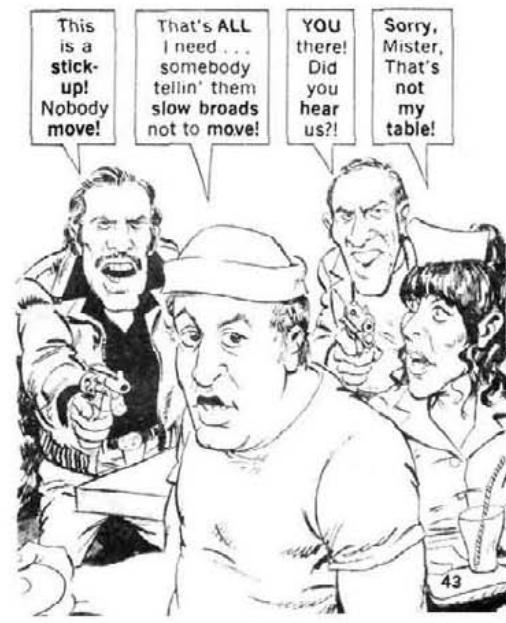
Gee, I THOUGHT the waffles tasted better than usual!

This is a stick-up! Nobody move!

That's ALL I need ... somebody tellin' them slow broads not to move!

YOU there! Did you hear us?!

Sorry, Mister, That's not my table!







Don't knock education! Look what it done for me!

You went to college, Smel?

What'd they do, put you in a bottle of alcohol and study you . . . ?

It so happens, I went to college under the G.I. Bill!

"G.I. Bill"! I saw that movie on the Late Show!

No offense, Smel . . . but I find it hard to believe that you went to college!

So do our viewers! But making me a college man as well as a vet means I can bring in my college chums and army buddies for Alas to date . . . and strike out with! As a matter of fact, my old college roommate is gonna be visiting me today!

When I'm in college I'm gonna have a real groovy chick for a roommate!

That's a keen idea, Tum! Then you can always have fresh EGGS for breakfast!





McSmel's Fast Junk Food
GIANT SMEL-BURGERS

ONE EVENING IN A BUS STATION



WHAT
COMPETITIVE
RUSSIAN AND
JAPANESE
ENTERPRISE
THREATENS
TOTAL
ANNIHILATION?

HERE WE GO WITH ANOTHER RIDICULOUS
MAD FOLD-IN

For many years, the Russians and Japanese have been competing in one enterprise that threatens the world with total annihilation. To find out what this horrendous venture is, fold in page.



FOLD PAGE OVER LIKE THIS!

A►

FOLD THIS SECTION OVER LEFT

◀B FOLD BACK SO "A" MEETS "B"



WHATEVER RUSSIA AND JAPAN ATTEMPT TO DO, THEIR STYLE
IS BOUND TO SHAKE THE WORLD. HOWEVER, IN ONE
KIND OF ENTERPRISE, THEIR ACTIVITY IS QUITE APPALLING

ARTIST & WRITER:
AL JAFFEE

A►

◀B

ONE EVENING IN THE CITY

